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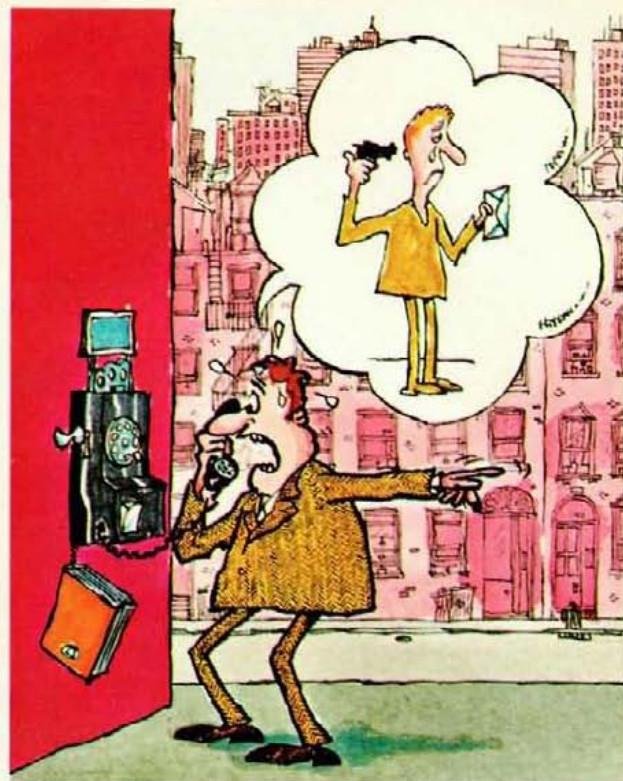
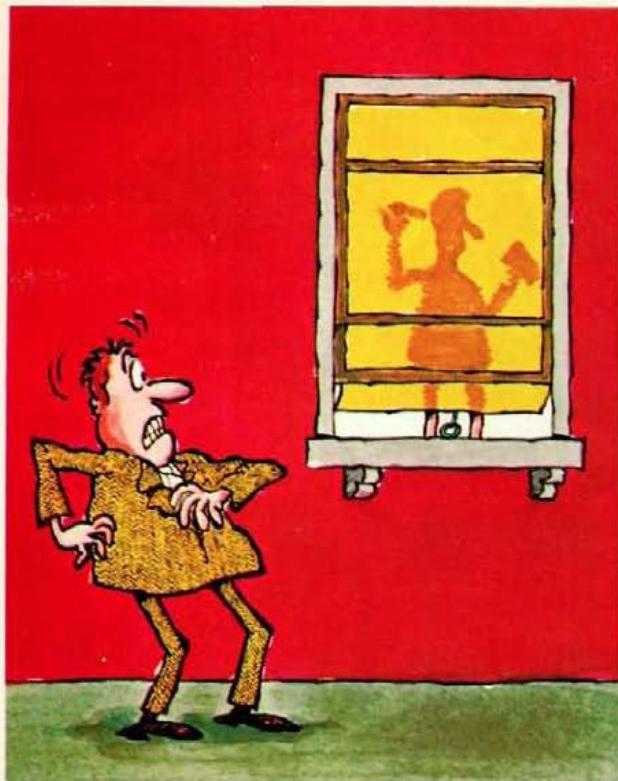
December 1974



**MAD SALUTES  
THE BIG CON**

*...Also In This Issue We Zing "THE STING"*

# A MIND-BLOWING INCIDENT



# MAD

*"Driving while drunk often leads to mourning after!"*

—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY DE FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,  
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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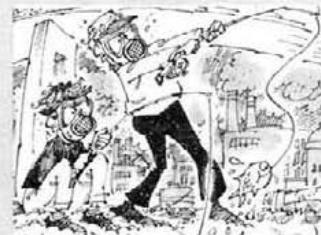
\* Various Places Around The Magazine

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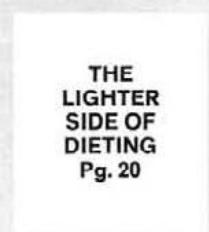
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## VITAL FEATURES

**"THE ZING"**  
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# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

## SUBSCRIBE TO **MAD**

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Ignore this ad for full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid. Because that's what one costs! Two issues ago, before the price rise, you would've only saved 25¢ if you ignored this ad! Now, they're 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 and \$6.35 for 81! So if you can't ignore this ad, that's what you send to: MAD, 485 MADISON AVE., N.Y., N.Y. 10022



### LETTERS DEPT.



SERPICOOL

Beneath MAD's humorous satire lies a very penetrating, serious insight into life. This was especially clear in your excellent satire, "Serpicool." The message of police corruption was very real in the film, and your treatment of this abuse was especially revealing through the sharp ridicule. Being so close to the home turf of New York's Finest, you are in a position to judge. Accolades for Drucker and Hart!

Thomas Brock  
Tempe, Ariz.

In "Serpicool", you completely ignored the point of the movie and just tried to get some laughs out of it. Remember, satire is supposed to make you laugh and then think.

Rebeca Porto  
Miami, Fla.

Although police corruption is a harsh and lamentable subject, your satire makes it seem "funny" in the same way M\*A\*S\*H makes the war seem "funny." Much is said in "jest."

Joseph Brown  
Staten Island, N.Y.

"Serpicool" was a great satire on a man who should have been made Police Commissioner . . . instead of being made a target!

Paul Sundick  
Great Neck, N.Y.

Mort Drucker and Stan Hart's "Serpicool" was really Super-cool!

Michael Komkov  
Lubbock, Texas

### TRADEMARK GRAFFITI

Al Jaffee's "Trademark Graffiti" was unfair to all, the way good satire should be!

Steven Lionel  
Ithaca, N.Y.



Perry Gaither  
Tucson, Ariz.

### ONE DAY AT NOTRE DAME

Don Martin's "One Day At Notre Dame" proves you've got to play a hunch!

Scott Guidry  
Carencro, La.

### A MAD LOOK AT FUNERALS

I almost died laughing at "Funerals". What a (MAD) way to go!

Rudolph Crosse  
Slayton, Minn.

### A MAD HISTORY OF SEX

I was amazed at how tastefully Larry Siegel and George Woodbridge handled "A MAD History Of Sex". It had a good point, too. As soon as I figure out what it is, I'll tell you.

Bob De Moss  
Los Altos, Calif.

## THE WHOLE "DON" THING IS HERE!

Yes, it is now—finally—available . . . "The Completely MAD Don Martin" . . . a collection of the Best (Or the Worst, if you like!) of MAD's Maddest Artist. All of the memorable mishaps, outlandish adventures and kookie carryings-on of the wild, zany and absurd characters Don Martin has created over the years for MAD Magazine . . . in one book!

## "THE COMPLETELY MAD DON MARTIN"



\$2.50

ON SALE NOW AT ALL BOOKSTORES  
(We're sorry . . . but no mail orders!)

#### A MAD GUIDE TO STATUS SYMBOLS

In your "A MAD Guide To Status Symbols" you left out: Fancy clothes are not a Status Symbol. Streaking through the Women's Wear Department is.

Dave Nolting  
So. Beloit, Ill.

Owning rare first issues of MAD is not a Status Symbol. Using them to house-train your puppy is.

Elaine Schmidt  
Langhorne, Pa.

#### THE HIGH COST OF LIVING

Don't delude yourselves; there is no lighter side of the high cost of living!

Selma Lazouri  
New York, N.Y.

#### SAVE THE EAGLE!

Maybe President Nixon will save the eagle. I've heard he's for the birds . . .

Lyra Halprin  
Santa Monica, Calif.

#### A NOSE FOR MAD

I wrote to the Handyman column in my local newspaper and asked them if they had a suggestion for getting the smell out of old MAD magazines. They wrote back that they didn't know, and along with the reply they also added that they didn't know how to get the smell out of new MADs, either.

William Crawford  
St. Bonifacius, Minn.

#### DRUCKER'S FIRST COVER

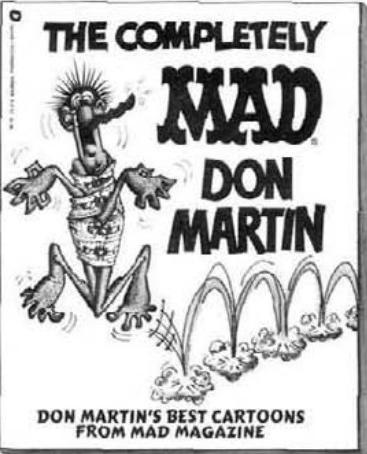
I adore Mort Drucker's "Special Cop Out Issue" cover, his first cover for MAD. I'll bet your Officer Neuman is the slowest nightstick in his precinct!

Maureen McCaffrey  
Pelham Manor, N.Y.

Concerning the subtitle of MAD #169: What do you mean, "SPECIAL" Cop Out Issue?!? Aren't they all?!?

Henry Boterenbrood  
Grand Haven, Mich.

Please Address All Correspondence To:  
MAD, Dept. 171, 485 MADison Avenue  
New York, New York 10022



DON MARTIN'S BEST CARTOONS  
FROM MAD MAGAZINE

## ARE YOU ALL WRAPPED UP IN AN EMPTY-HEADED EXISTENCE?

Unwind...with the out-of-sight humor of

## THE INVISIBLE MAD

...as it zeroes in on the unseen forces responsible for the disappearing morality and vanishing values of our transparent society, and helps you to see through the gauze and effect of national leaders who suffer from lack of vision . . . or who . . . possibly . . . aren't even all there! Yes

## THE INVISIBLE MAD

SHOWS YOU THAT LIFE ISN'T ALL THAT  
MEETS THE EYE—THAT IT'S ACTUALLY

## A BIG NOTHING!

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- Fighting MAD
- The MAD Frontier
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- The Voodoo MAD
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- MAD Power
- The Dirty Old MAD
- Polyunsaturated MAD
- The Recycled MAD
- The Non-Violent MAD
- The Rip-Off MAD
- The Token MAD
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- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- MAD's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes On Strong
- DON MARTIN Carries On
- DAVE BERG Looks at the U.S.A.
- DAVE BERG Looks at People
- DAVE BERG Looks at Things
- DAVE BERG Looks at Modern Thinking
- DAVE BERG Our Sick World
- DAVE BERG Looks at Living

ALSO PLEASE SEND ME THE  
BOOKS CHECKED BELOW:

- The All-New SPY vs. SPY
- SPY vs. SPY Follow Up File
- 3rd MAD Dossier of SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-VERTISING
- A MAD Look at TV
- AL JAFFEE'S Snappy Answers
- AL JAFFEE'S MAD Book of Magic
- More AL JAFFEE Snappy Answers
- AL JAFFEE'S MAD Monstrosities
- Aragones's "Viva MAD!"
- Aragones's MAD about MAD
- Aragones's MAD-ly Yours
- Aragones's in MAD We Trust
- MAD for Better or Worse
- Sing Along With MAD
- MAD About Sports
- MAD's Talking Stamps
- MAD Word Power
- MAD Cradle to Grave Primer

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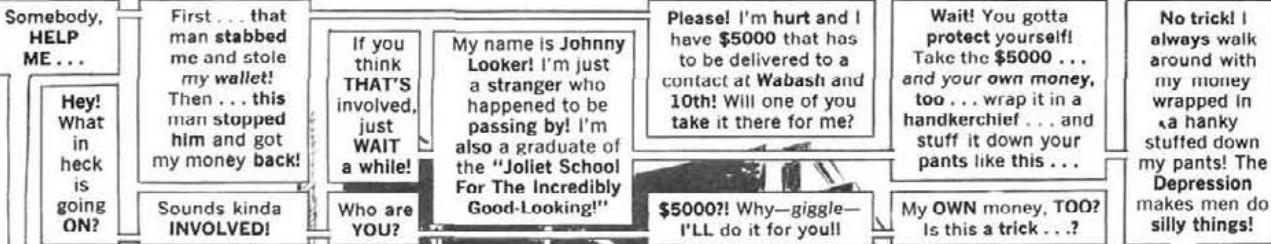
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least six weeks for delivery.



## KING CON DEPT.

Throughout the years, Hollywood has given us many beautiful couples... Ginger Rogers and Fred Astaire, Elizabeth Taylor and Richard Burton, Ryan O'Neal and Ali McGraw... but, unquestionably, the most *beautiful* movie couple of all is Paul Newman and Robert Redford. "Beautiful" not only in the physical sense, but for Theater Owners in terms of Box Office Receipts. And, as is always the case, in order to capitalize on a movie success, Hollywood has come up with a "sequel"! Yep, if you like charm, wit, style and nostalgia... well, then, go see "Butch Cassidy And The Sundance Kid." That movie had all those elements. As far as *this sequel* is concerned, we don't know *what* it has! Because we were too confused! Mainly, we're still trying to figure out the plot of...

TR



# TEZZING



Okay, I'll make the drop for you! But you better not be two grifters . . . playing me for a sucker!

This is legit! It's no cheap street play!

Okay! As long as I'm not the patsy in your caper!

No, you're not our mark! Just hit the contact at the drop! We wouldn't play a numbers runner for a chump!

PLEASE! For God's sake! I need HELP!!

Are you in pain? Do you need a Doctor?

No, I'm in a fog! I need a Con Man's Dictionary!

Good con, kid! We beat him for a big bundle!

No, it was a BAD con! Because in that complicated Money-in-a-Hanky exchange we pulled, I accidentally handed him my UNDERSHORTS!

But we got eleven thousand dollars!

Yeah, but I'm so HOT in pictures these days, my Undershorts are probably worth TWELVE thousand!



ARTIST: MORT DRUCKER

WRITER: ARNIE KOGAN

Well . . . here I am! I've got \$3000 and a date with a Burlesque Queen!

You just lost the \$3000, Johnny!

You fool! You blew your roll! You keep this up and you'll lose the shirt off your back!

Yeah! Then I'll be doing YOUR ACT!!

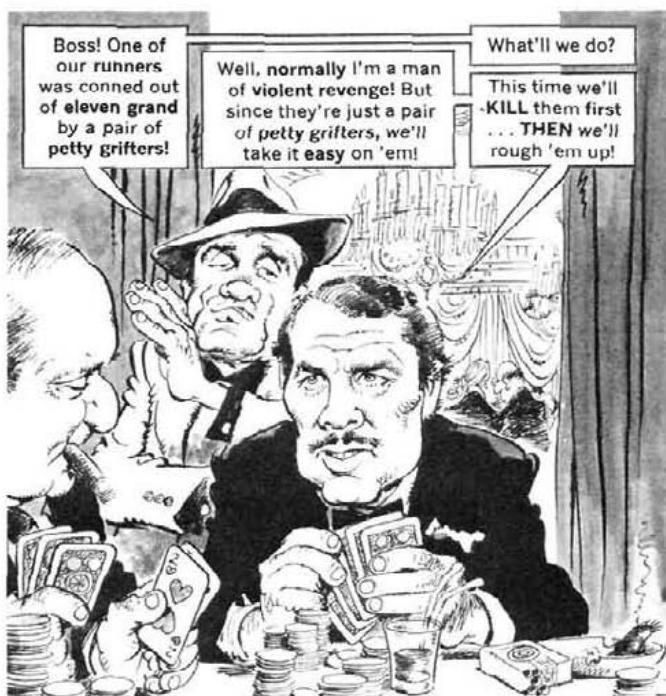
Hey, come to think of it . . . WHY NOT? I'm much prettier than you are!!

Boss! One of our runners was conned out of eleven grand by a pair of petty grifters!

Well, normally I'm a man of violent revenge! But since they're just a pair of petty grifters, we'll take it easy on 'em!

What'll we do?

This time we'll KILL them first . . . THEN we'll rough 'em up!



Okay, bum! I want \$2000 from your cut of the take from the con on the numbers runner!

Hey! You can't do that! I'll call the Police!

I AM the Police! I'm Lt. Snide, a corrupt Chicago Plainclothes Cop! And as a complicated sub-plot, weaving its way through the entire film, I will hound you until I catch up with you and beat your pretty face to a pulp!

H—Here's the \$2000! Please! Don't do it!

JOHNNY! You mean to say you're afraid of a lousy BEATING from a COP?!!

A beating I could take! But I don't think I can STAND a complicated SUB-PLOT weaving its way through THIS film!

Quick! Let's scram before Lt. Snide examines that money I just handed him!

You—you mean it's COUNTERFEIT???

Well . . . let's put it this way! Those four \$500 bills he's got are small . . . orange . . . they have choo-choos . . . and they say "Monopoly" on them!



What happened?

They killed Lothal! They shot him, then pushed him out his window!

Y'know, I'm beginning to think that Chicago is NOT such a toddlin' town!

Hurry! You better get out of here!

Not just yet!

But—but the COPS are coming! What are you waiting for?

I'm waiting for the first of those cute, episodic "Title Cards" which are supposed to explain the plot . . . but instead, only serve to thoroughly confuse the audience!



## THE CONFUSION



Excuse me! I'm looking for Henny Goniff!! I was told he could teach me the "Big Con"!!

YOU . . . want to learn the "Big Con"?!?

Yep . . . the second oldest profession in the world!

Henny's upstairs, handsome! But if you . . . stick around, I'LL teach you a few things!

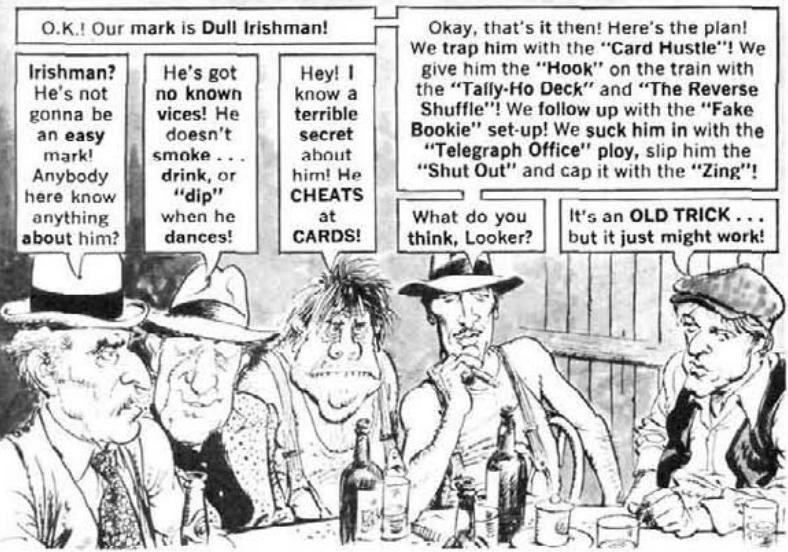
No, thank you, Ma'am! I'm not interested in learning the OLDEST profession in the world!

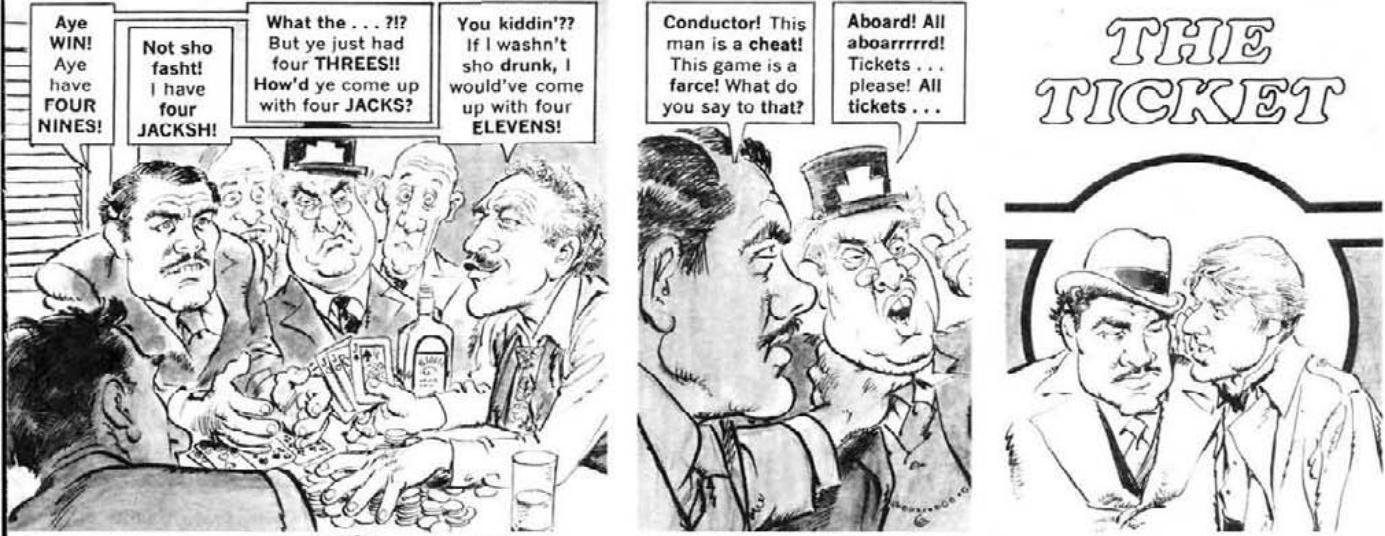
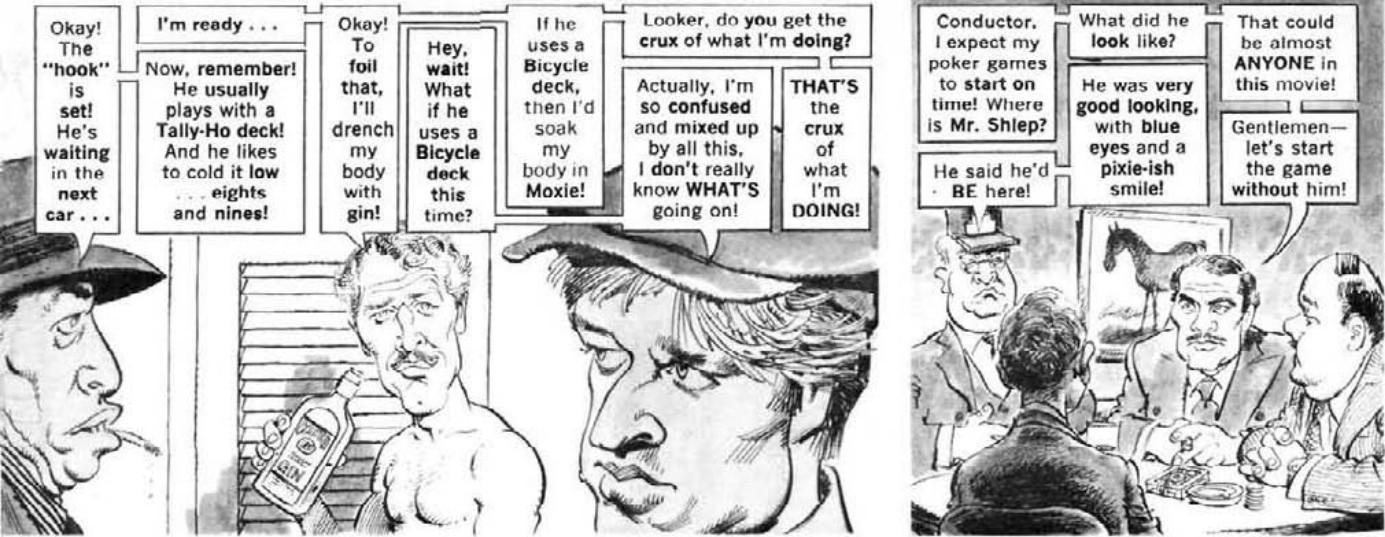
So, you're the great Henny Goniff?!? Well, say something!

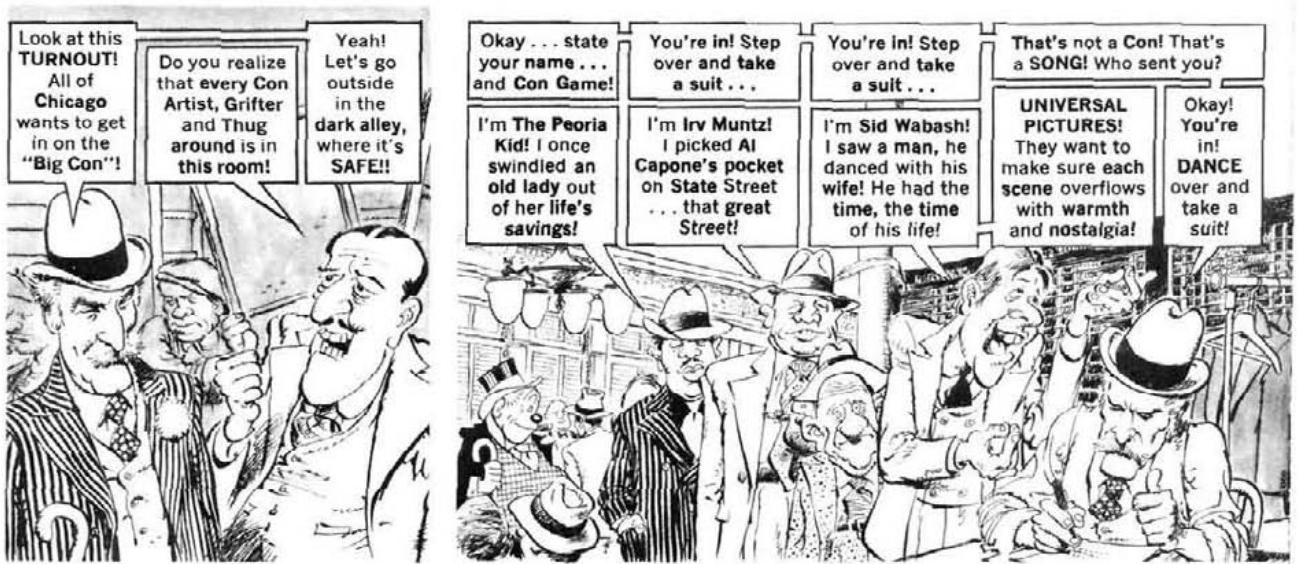
Which way'd they go, Sundance . . . ? You drunken sot! That was our OTHER picture!

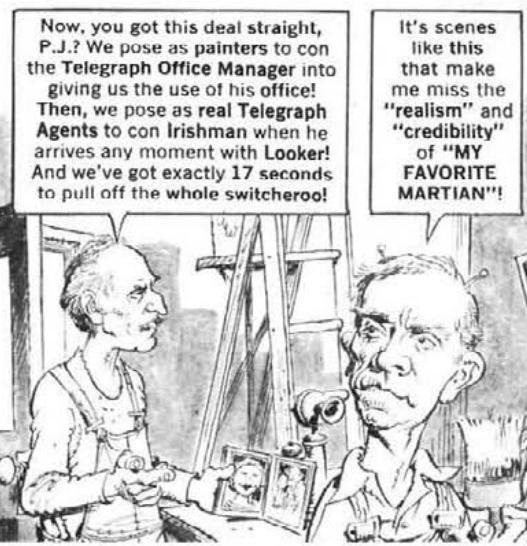
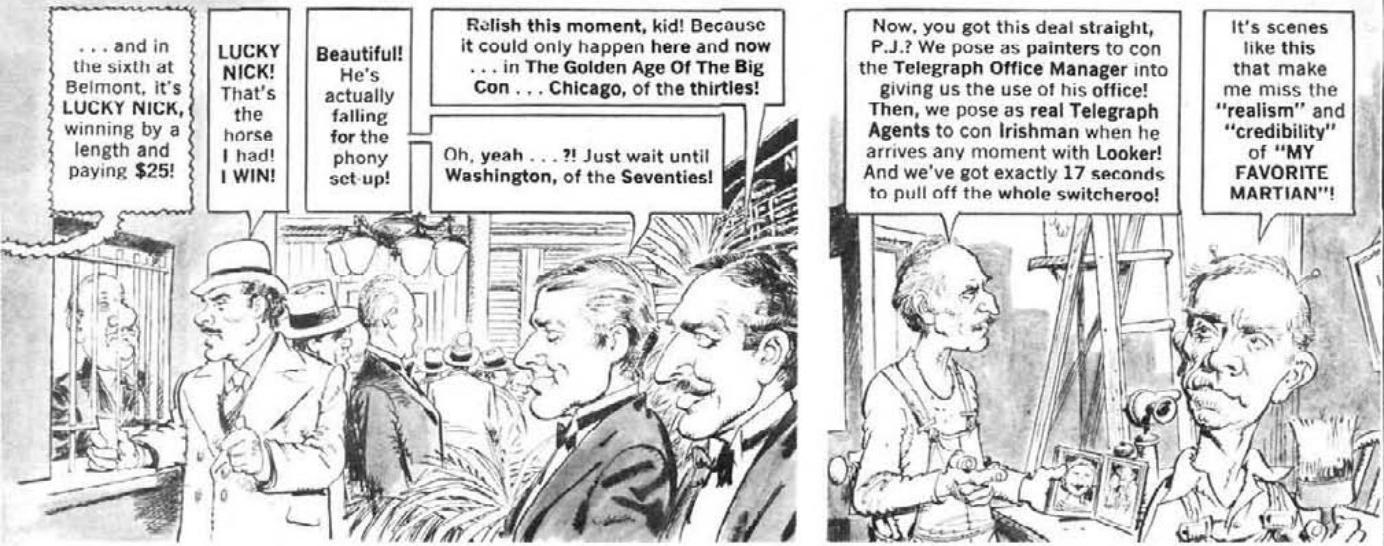
No . . . you're wrong!! That picture IS this picture! The only difference is: We're wearing costumes of the '30's, and now YOU'RE much "hotter" than ME!



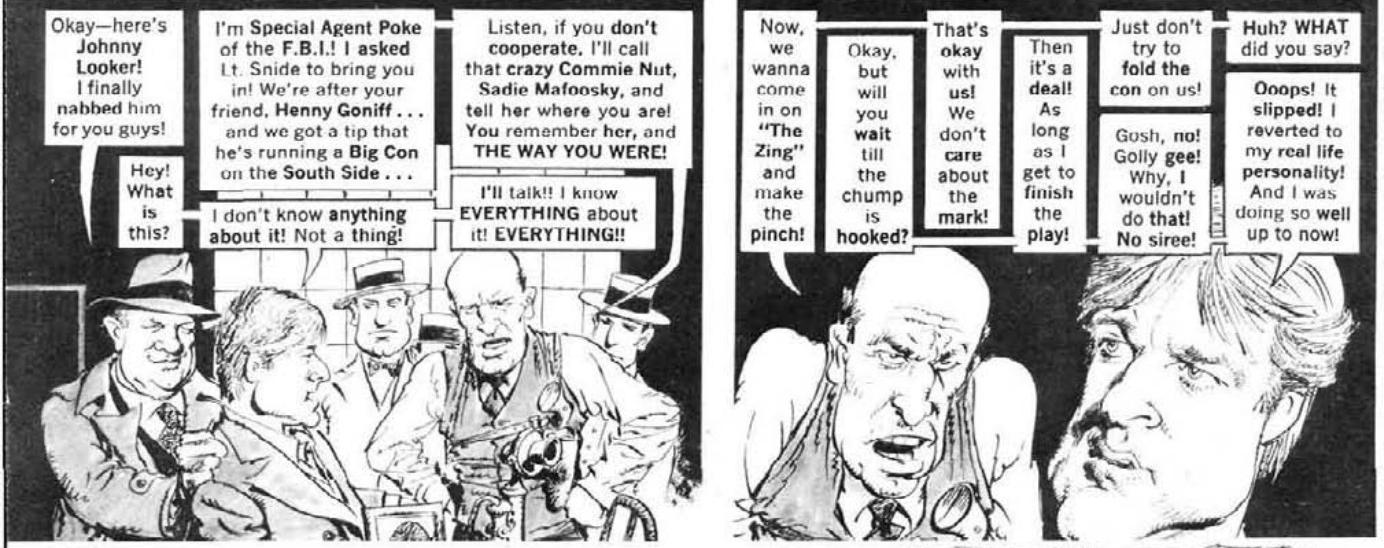








## THE PRODUCTION







# Alfred's Poor ALMANAC

## OCTOBER

FRI 4	Charlton Heston's birthday. At noon today the waters of his swimming pool will part and he'll walk across.	THURS 3	MAD 171 goes on sale. Publisher predicts sales will hit new peak.
SUN 6	Producer of "Three Musketeers" orders change in sword-fighting scene after viewing first run-through, 1973.	SAT 5	Harold McChesney is disinherited by rich uncle, comes down with heir sickness, 1956.
TUES 8	Wilma Witkin is smacked in teeth by husband Myron. Sues for divorce on grounds of dental cruelty, 1970.	MON 7	Alfred says: Overworked atomic physicist generally has too many ions in the fire.
THURS 10	Beware of the crooked poncho maker—he'll try to slip one over on you!	WED 9	After downing his eighth can of beer, Roland Fleemer reaches his pint of no return, 1966.
SAT 12	Tahiti planter J.B. Croom develops a money bearing tree when he crosses his palm with silver, 1904.	FRI 11	French Revolutionaries guillotine first victim; leader says it's just a drop in the bucket, 1793.
MON 14	Columbus Day. Thanks to him, everybody knows the real shape the world is in—namely lousy.	SUN 13	Trigger makes first appearance in Roy Rogers movie, is applauded for bit part, 1937.
WED 16	When two vampires fight, there's generally bad blood between them.	THURS 17	An unemployed, out-of-shape contortionist has a lot of trouble making ends meet!
FRI 18	George C. Scott's birthday. Friends to honor him with lavish party, which he'll refuse to attend.	SAT 19	Jack Anderson's birthday. Celebrate the occasion by informing on a good friend.
SUN 20	Philo Knill is hired as tailor for nunnery, finds that his work is habit-forming, 1922.	MON 21	Any bribable cop will do in a pinch!
TUES 22	Ornithologist Mortimer Exley develops giant twelve-foot bird, gets carried away with his work, 1955.	WED 23	Johnny Carson's birthday. Ed McMahon will celebrate occasion by walking on knees all the way to the studio.
THURS 24	A woman who buys a cheap pair of nylons is pretty sure to get a run for her money.	FRI 25	Morris Oglevie discovers a new tax shelter—Argentina, 1955.
SAT 26	While you're reading these words, 60,000,000 people on the distant planet Varkka are quietly going meshuggah.	SUN 27	Midget concert pianists are good for the ego because they constantly play up to you.
MON 28	Spanish Inquisition puts first prisoner on rack after judge sentences him to a short stretch, 1229.	TUES 29	5th anniversary of Nixon's 7th crisis, 2nd anniversary of 19th crisis, first anniversary of 85th crisis.
WED 30	No matter how you feel about warts, they have a way of growing on you!	THURS 31	Chiang Kai-Shek's birthday. An hour after celebrating it, you'll feel like celebrating again.

WRITER: FRANK JACOBS

## NOVEMBER

SAT 2	Byron Aukblight closes down dress shop for two months, explains it's the slack season, 1950.	FRI 1	Think back on what you were doing on this date two years ago. Doesn't it make you want to throw up?
MON 4	Udley Farquaar discovers Magnetic Pole, namely Warsaw film starlet Mamie Van Zybryck, 1964.	SUN 3	Undertaker Irving Pabst enters National Casket Contest, wins blue ribbon for his bier, 1905.
WED 6	Mrs. O'Leary admits that she, not her cow, started Chicago fire, blames it on her burning ambition, 1871.	TUES 5	Sing-Sing resident Fred Frink takes up landscape painting, gains reputation as con artist, 1938.
FRI 8	Dr. Christian Barnard's birthday. Chums wish to present him with surprise gift, but lack the heart to do it.	THURS 7	Spending an evening with a pickpocket is usually good for a lift.
SUN 10	Schlomo MacHardee opens tire-repair business, announces that he'll charge a flat rate, 1933.	SAT 9	Although your life seems hopeless, a week from now you'll look back and realize that today was a picnic.
TUES 12	Princess Grace's birthday. Entire population of Monaco forced to see "High Society" or be deported.	MON 11	Three Hollywood actors turn down title role in "The Invisible Man", contending it's a nothing part, 1934.
		WED 13	MAD 171 goes off sale. Publisher's prediction proves correct as a newsstand opens up on Mount McKinley.

Today, we live in an ever-changing world. And every time there's a change, there seems to be a Crisis. You hear all about Crises on the TV News, and you read all about them in Newspapers, but do you really understand what in heck they're talking about? To explain various Crises that affect us, here is

# THE MAD CRISIS PRIMER

ARTIST: PAUL COKER, JR.

WRITER: STAN HART

## Chapter 1 THE ECOLOGY CRISIS

See the terrible environment we live in.  
Listen to the birds.  
They don't sing anymore.  
They are too busy  
Coughing and sneezing and throwing up.  
See our rivers and streams.  
See how polluted they are.  
Yecch! Hocch! Ptuey!  
See the fishermen catching fish.  
It is easy to catch fish in our rivers.  
The fish want to get caught  
So they can get out of the yecch, hocch, ptuey.  
Why is there an Ecology Crisis?  
Because of all the burning of high sulfur fuels  
And the emissions from millions of automobiles.  
How do we solve the Ecology Crisis?  
Simple! We replace it with...



## Chapter 2 THE ENERGY CRISIS

In order to solve the Energy Crisis  
The Government postpones Auto Emission Controls  
And removes the ban on burning high sulfur fuels.  
Bye-bye, Ecology Crisis! Hello, Energy Crisis!  
To save energy, we must turn down our heaters  
And keep our homes no higher than 68 degrees in Winter.  
To save energy, we must turn up our air conditioners  
And keep our homes no lower than 72 degrees in Summer.  
Maybe we should use our heaters in Summer  
And our air conditioners in Winter.  
68 degrees is deliciously cool in Summer  
And 72 degrees is toasty warm in Winter.

There are many plans for developing more energy,  
Like using wind power, or sun power,  
Or even extracting oil from compressed animal droppings.  
If that works, just imagine the mobs of people  
Who'll be standing around Congress with shovels.

## Chapter 3

### THE GASOLINE CRISIS

See the lines of cars at the gas station.  
People are waiting to get three gallons of gas  
So they can make it to the next gas station.  
Some people fill gas cans and keep them in their cars.  
With these gas cans, they can travel a long way:  
Straight up, when the cans explode in their cars.  
Our Gasoline Czar in Washington has just announced  
Another new plan to solve the fuel shortage.  
He talks of allocations and price adjustments.  
He is doing a great job keeping us on the move.  
Because of him, Americans  
Have been going around in circles for months.

To eliminate the fuel shortage, the Government  
Wants to give the Arabs more money for their oil.  
Do the Arabs really need the money?  
Sure they do! Can you imagine what it costs  
To launder sixty million bed sheets?



## Chapter 5

### THE CONFIDENCE IN GOVERNMENT CRISIS

Some people in this world actually do not believe  
What their Governments tell them.  
These people were once known as "Cynics"!  
Now they are known as "Americans"!  
Americans are very confused.  
They think our President has something to hide  
Just because he erases White House tapes,  
And fires Special Prosecutors and Attorney Generals.  
They don't understand that the President  
Is just trying to bring back the good old days  
Of King George The Third.  
And Mr. Agnew confused Americans even more.  
He asked them to believe him when he said he wasn't guilty,  
And asked them *not* to believe him when he told the courts he *was*.

Americans distrust Presidential Appointees who work in secrecy,  
Like Presidential Lawyers and Advisors who work behind locked doors  
Of Federal Penitentiaries.

## Chapter 7

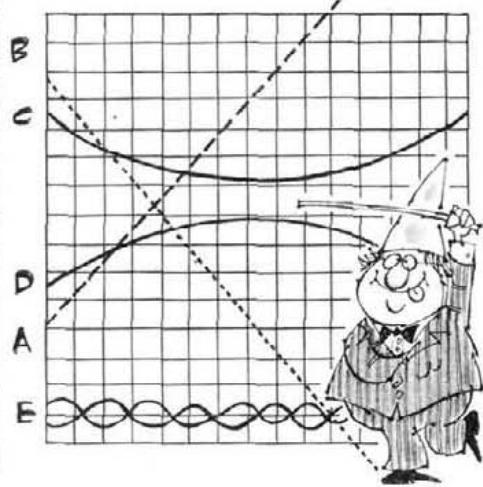
### THE WORLD CRISIS

Pick your favorite Crisis on a map of the world.  
How about the Far East?  
The Americans arranged a peace  
To end the Vietnam War Crisis.  
Then the Americans went away.  
Unfortunately, the war did not.  
Perhaps you like the Middle East?  
See the Arabs and Israelis ready to blow each other up.  
The Americans arranged a peace  
To solve the Middle East Crisis.  
Then, the Americans went away.  
Unfortunately, the Crisis did not.  
Today, in an effort to avoid confrontation,  
The Americans and the Russians are acting as peacemakers.  
The Russians are supplying the Arabs with weapons,  
And the Americans are supplying the Israelis with weapons.  
So the two of them can kill each other.  
And leave us two peacemakers alone.



## Chapter 4 THE FOOD CRISIS

Scientists are predicting a coming Food Crisis.  
There are too many hungry people in the world,  
And not enough food to feed them.  
What can be done?  
Well, for one thing, how about feeding only the people  
Who are *not* hungry? They eat a lot less!  
In the U.S.A. we have a wheat shortage  
Because the President sold wheat to Russia, cheap.  
Why did he do that?  
Because he knew it would make him popular  
With the Russian people.  
Why didn't he just keep the wheat here?  
Because he knew it was *too late* to be popular  
With the American people.  
  
Wouldn't it be wonderful if everyone had enough to eat?  
Then, there would be nothing to worry about.  
Except, perhaps, the impending Toilet Paper Crisis!



## Chapter 6 THE ECONOMIC CRISIS

See the Graph Line marked "A" go up and up and up.  
This line represents the Cost of Living.  
Wave "Bye-bye" to this line as it goes out of sight.  
See the Graph Line marked "B" go down and down and down.  
This line represents the Purchasing Power of the Dollar.  
Say "Farewell" to this line, it is never coming back.

See the Graph Line marked "C" curve down and then up again.  
This line represents the President's Mouth  
As he tells us that our economy is in great shape.  
See the Graph Line marked "D" curve up and then down again.  
This line represents the Consumer's Mouth  
When she sees the prices skyrocketing in the supermarket.

See the Graph Lines marked "E" join, then part, then join again.  
They represent a Penmanship Exercise.  
What is a Penmanship Exercise doing in this Chapter?  
Nothing, but it makes about as much sense as our Economic Condition.

## Chapter 8 THE MORALITY CRISIS

See the porno movie house.  
It is a product of the Morality Crisis  
That many people are up in arms about.  
Mostly, older people!  
Porno pictures show people making love.  
"Disgusting! Degrading! Un-American!"  
Say our moral leaders.  
"Ban porno movies! Show Clint Eastwood pictures instead!"  
"All they portray is killing, maiming and bloodshed."  
"Three respected American Traditions!"

See the young man and young woman living together.  
They have no use for marriage.  
Their parents say they are destroying  
The Institution of Marriage.  
Parents have a great respect for  
The Institution of Marriage.  
Many of them have tried it again and again!



## Chapter 9 THE CRISIS OF THE CITIES

See the crowded city.  
See the unhappy city dweller.  
Is he unhappy because too many people live in the city?  
No, he is unhappy because too many people die in the city!  
City dwellers have big problems.  
Every day, hundreds of them are  
Stopped, insulted, abused and beaten.  
And that's by the Police!  
Muggers are even worse!

Many people are leaving the cities.  
They want to live in an environment  
Where their kids can be happy.  
So they move to the suburbs  
And spend three hours a day  
Commuting to and from the city where they work.  
They don't have any time left to spend with their kids.  
Maybe that's why the kids are so happy.



## Chapter 10 THE MEDICAL CRISIS

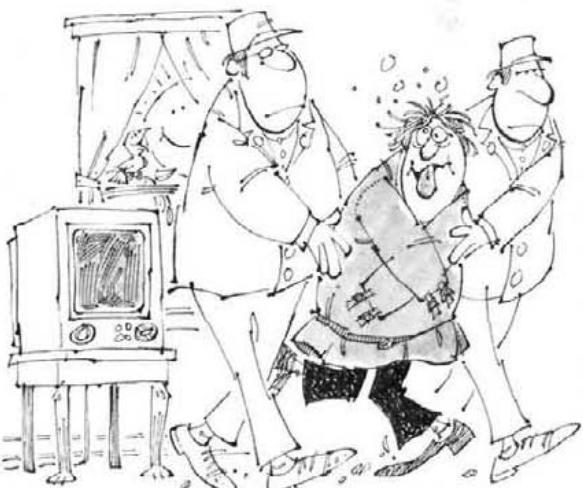
See the long lines at the Hospital.  
See the people waiting three or four hours for treatment.  
Some will wait even longer if it's not an emergency.  
Hospital costs are astronomically high.  
Over \$100 a day for a Hospital Room.  
Smart people never go to Hospitals.  
When they're sick, they check into Luxury Hotels  
Like the Waldorf Astoria. It's cheaper!

See the man on the street. His leg is broken.  
The Ambulance will arrive just as soon  
As the Ambulance Attendants finish their coffee break.  
Then, they will put the injured man into the Ambulance,  
And turn on the siren so it emits a frightening shriek.  
And speed through the city, cutting off cars and running red lights,  
And slamming on the brakes at the Hospital Entrance.  
When they arrive, the poor man's leg will no longer hurt.  
He'll have died of a heart attack during the terrifying ride.

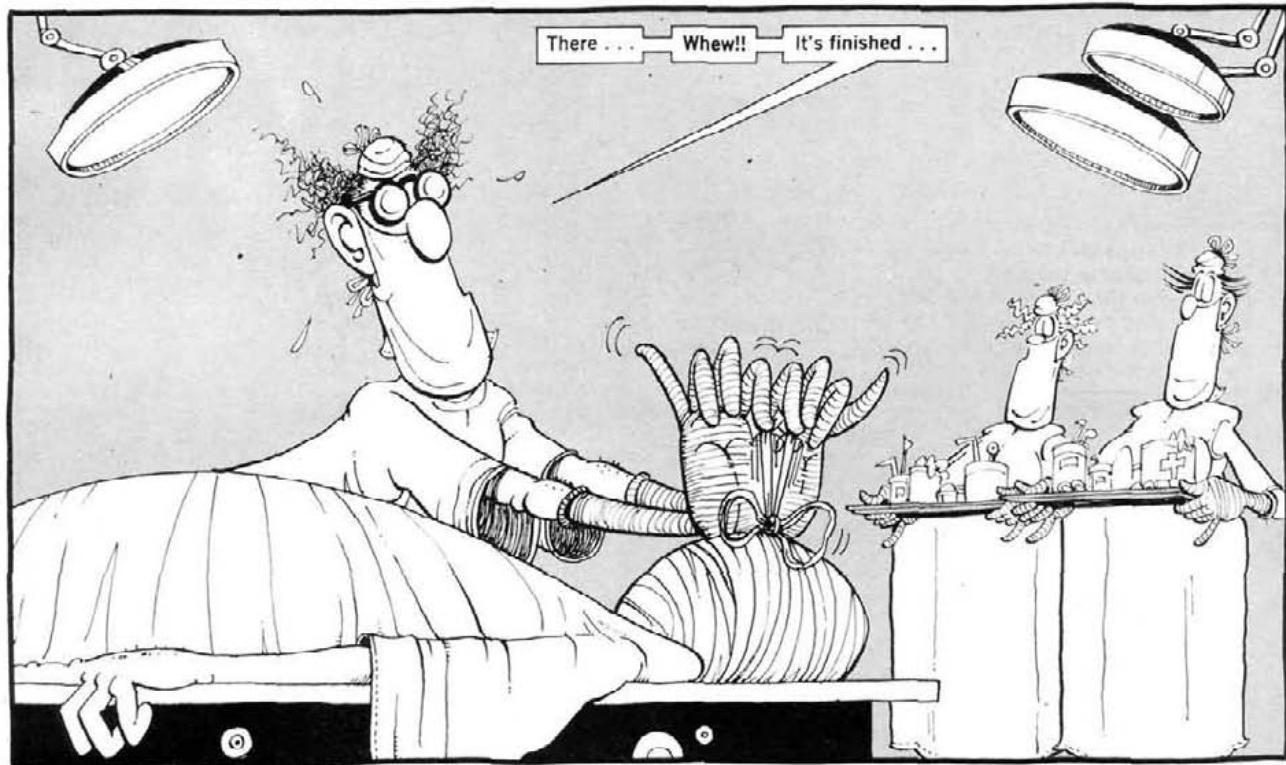
## Chapter 11 THE CRISES CRISIS

See what kind of a world we live in.  
Crises, Crises... everywhere you turn.  
There are no longer any "Problems," just Crises.  
How does a simple Problem become a Crisis?  
Easy! It's put on the TV News,  
And it's an Instant Crisis.  
Because a Problem is boring, but a Crisis gets ratings.  
Oh, well... that's Show Biz!  
And Newspapers scare you even more  
By creating Crises of their own  
Because one of Newspapers' biggest Crises these days  
Is trying to stay in business competing against TV News.

See the man in the Strait Jacket.  
One day he didn't watch TV or read a Newspaper.  
He wasn't aware of a single new crisis.  
He went insane.  
He just wasn't prepared to live in a world without crises.



# ONE MORNING IN SURGERY



## IT'S IN THE PUNCHCARDS DEPT.

Chances are that everyone in the known world over the age of ten has had at least one battle with a computer in his lifetime. There's just something about the arrogant, stubborn refusal of a machine to reconsider even its most blatantly stupid acts that seems to bring

out the beast in us. As a result, we spend most of our free time fighting a full scale war against computers. Tragically, it's a war we're all destined to lose. Let's face it: we're only human beings armed with nothing but logic and intelligence. These weapons are no

# WE'RE LOSING OUR WAR

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



... nothing will change their minds once they're convinced you've sent in 30,000 subscriptions to the same magazine.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



... they invariably continue to list a car as stolen for at least 6 months after it's been recovered and returned.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



... we make the mistake of assuming they never make a mistake.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



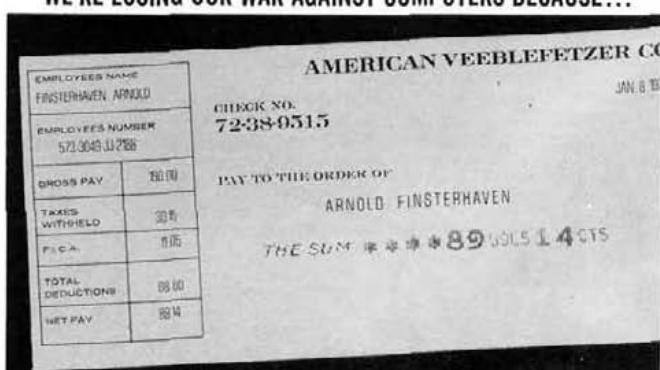
... they remember everything about us we'd like forgotten.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



... their screening of Police M.O. files somehow proves that every left-handed Baptist who owns a De Soto is the Mad Killer.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



... they're so smug about being able to solve complex equations, they won't stoop to learn simple arithmetic.

match for a computer's tireless determination to keep repeating its idiotic goofs until our spirits are broken. Worse yet, we are plagued by a cult of Computer Worshippers among our own kind who perpetuate the ridiculous myth that humans are always wrong. So, in case you're

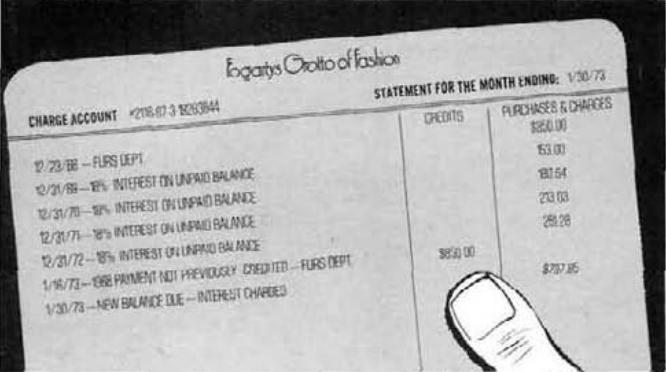
one of those bubble-brained idealists who clings to the belief that righteousness must eventually triumph, just consider how the punch cards are stacked against you in this fight. Then, you'll agree with MAD's battlefield analysts who cite these twelve reasons why

# AGAINST COMPUTERS

ARTIST: BOB CLARKE

WRITER: TOM KOCH

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



... they take years and years to find their stupid mistakes, and then they expect us to pay for them.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



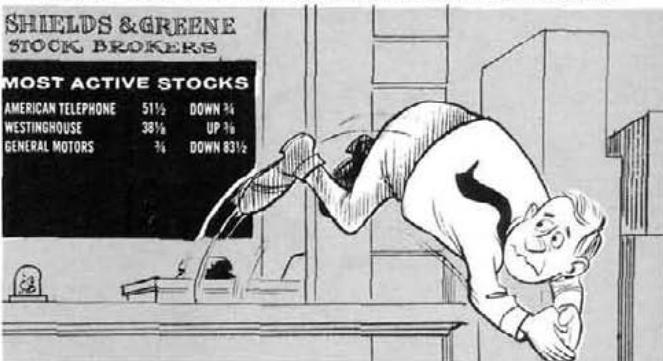
... it's futile to call up and complain about a mistake, since the machine that goofed is the same one that answers the phone.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



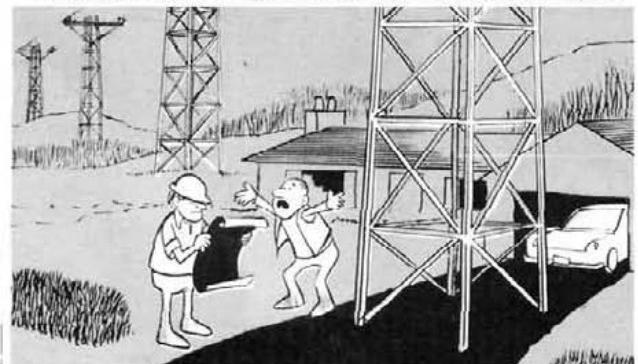
... they forget everything about us we wish they'd remember.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



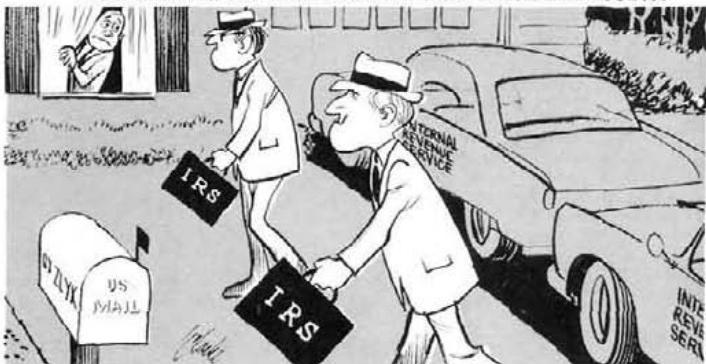
... their dumb mistakes can cause us to make fatal mistakes.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



... their opinion of the most efficient way to do things is definitely only their opinion.

## WE'RE LOSING OUR WAR AGAINST COMPUTERS BECAUSE...



... they assume that Q.X. Zlyk, Q.X. Zlyk, Sr., and Q.X. Slyk, Senior, are three different people... two of whom didn't pay their Income Tax.



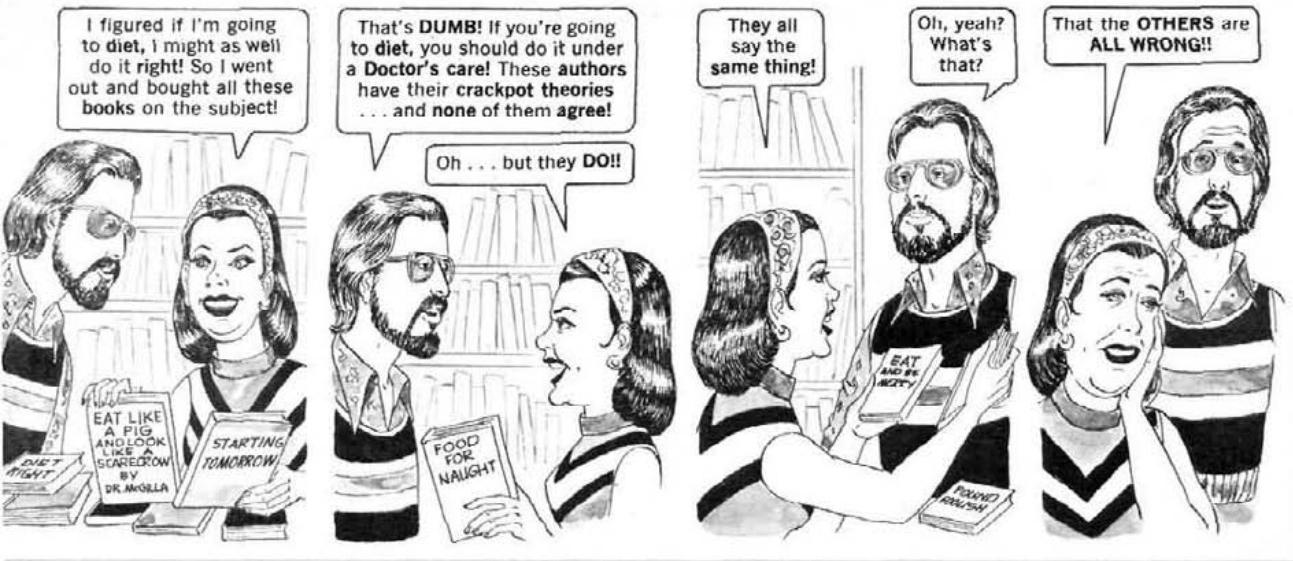


# TRAC



WRITER & ARTIST: DAVID BERG





Are you eating again, you fat slob?! Do you realize it would take three of me to make one of you? You can't even buy clothes like normal people ... off a rack! You have to go to a special "Fat Man's Shop" . . . !

And who the heck ever said that fat people are jolly?! What's jolly about a blob of blubber?! Besides . . . worst of all, your life-expectancy is shortened!

So tell me, Fats! Are you going on a diet . . . ?

NO! I don't have to!

You made me lose my appetite!



Wow! Did you ever turn out to be a Skinny Bolink!

Yeah! But getting this way involved an awful lot of GUILT! And I sure would like to get it off my chest!

At every meal, I stuck strictly to my diet! But in between, I used to cheat! I used to sneak treats and stuff!

And then, as if God decided to punish me, I began to lose weight all right . . . but in all the WRONG PLACES!!

I see what you mean about getting it off your chest!!



It's sinful the way you stuff your face!

What's the sin in enjoying good food?

One of the "Seven Deadly Sins" is the sin of "GLUTTONY"!

Oh, well! Everybody indulges in one sin or another!

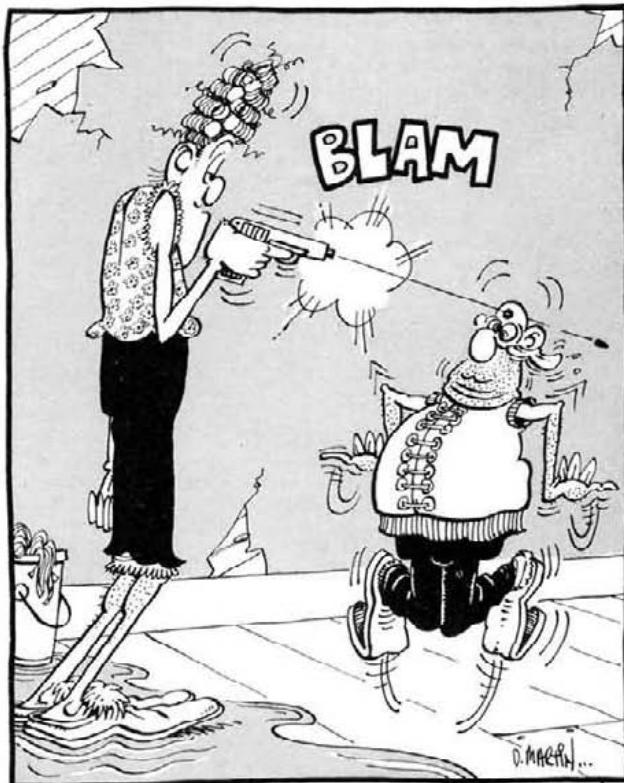
That's not so! At one time, I was an over-eater! But I went on a diet, trimmed down to a size ten, and now I enjoy walking down the streets and having all the guys whistle at me!

Yours is "VANITY"!





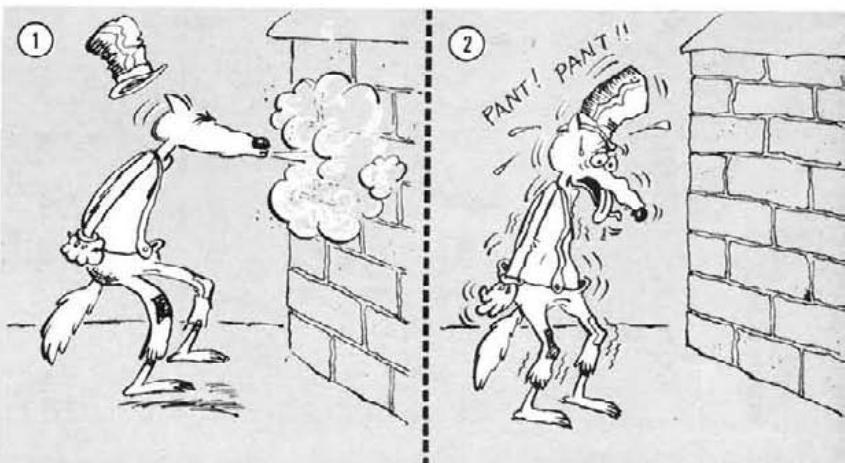
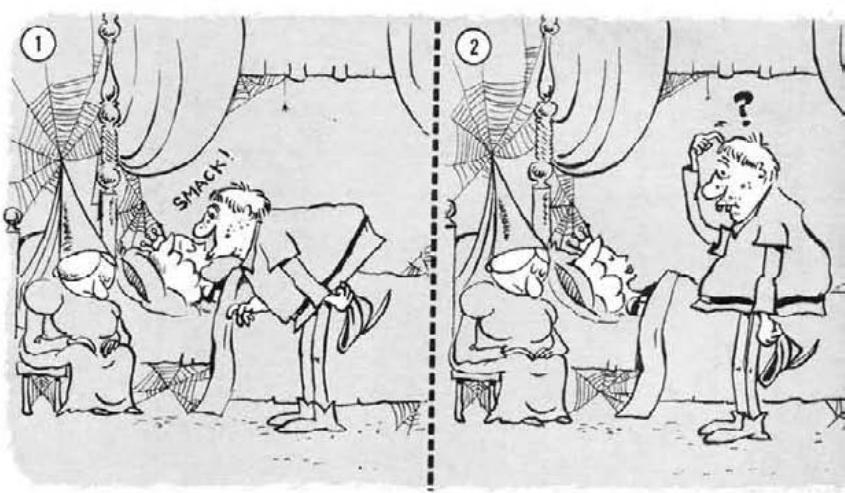
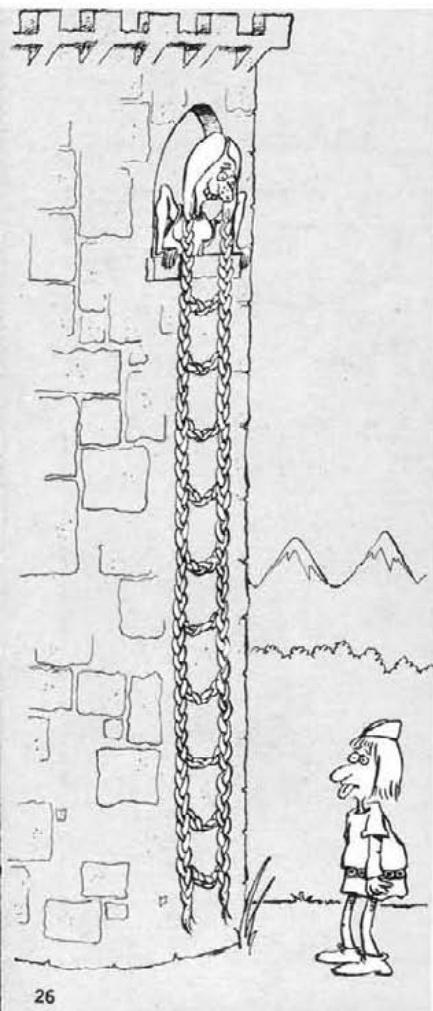
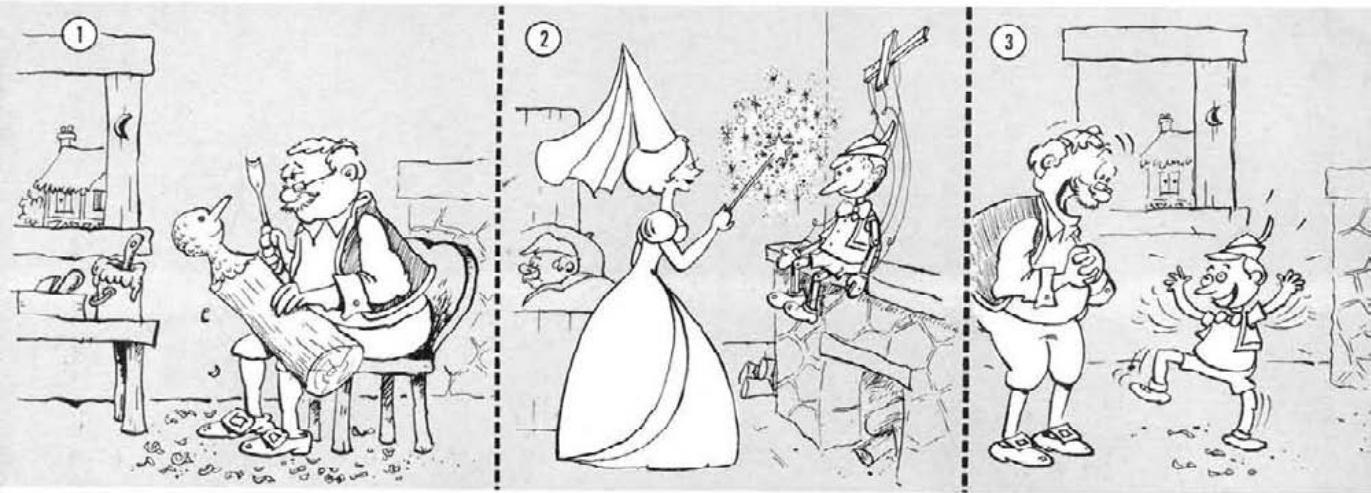
# ONE DAY IN A RUN-DOWN SHACK



ONCE UPON A MIME DEPT.

# A MAD LOOK AT

# FAIRY

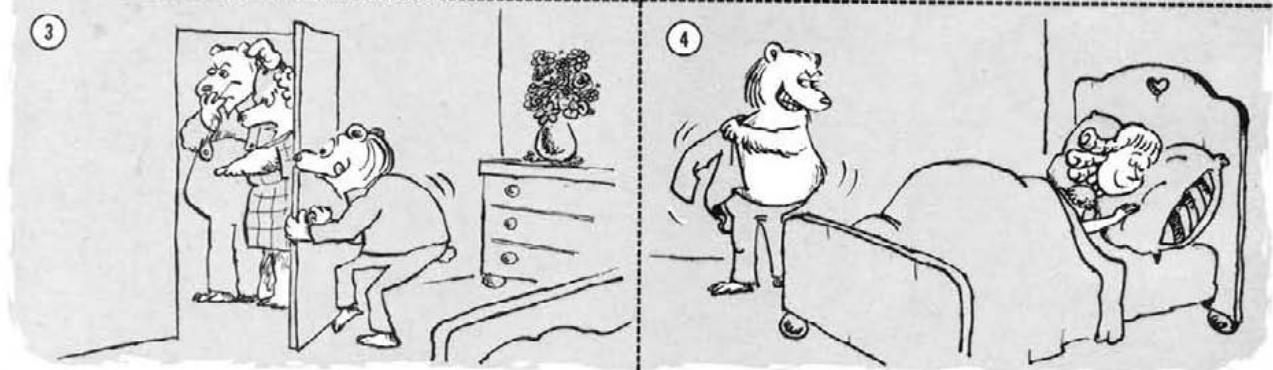
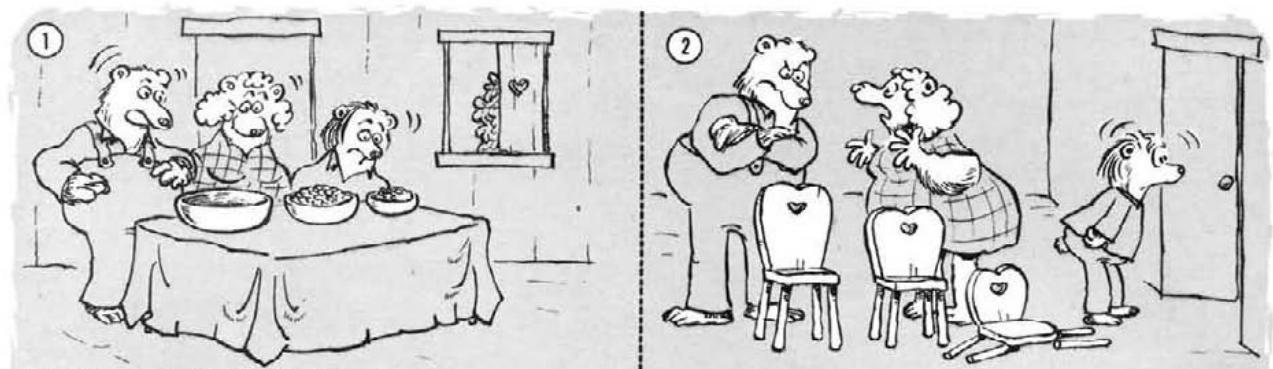


# TALES



ARTIST & WRITER: SERGIO ARAGONES

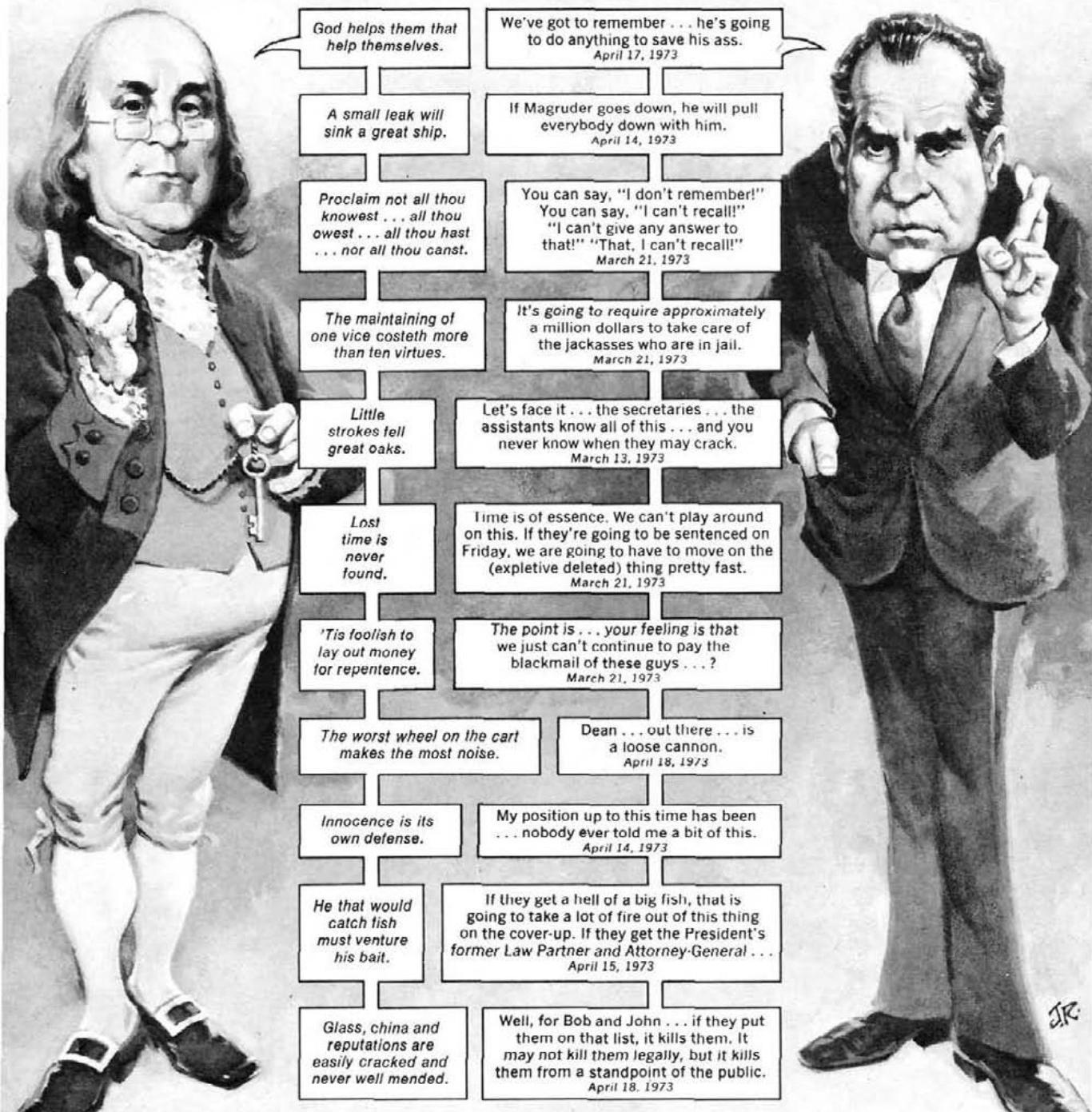




BEN-EDICTIONS DEPT.

Since the release of "The White House Transcripts," Mr. Nixon's critics and enemies have been calling him dishonest, unprincipled, immoral, etc. And we don't think that's fair! Because we read the Transcripts, and there was something vaguely familiar about them. So we checked. Do you know that another famous American, Benjamin Franklin, said practically the same things Mr. Nixon said? Let's compare Mr. Nixon's statements\* to quotes from...

# Poor Richard's Almanac



PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.

Next time anybody bombards you with an irritating old cliché, don't just stand there! Say something! Something . . . NASTY!!

# MAD'S SURE-FIRE

ARTIST: JACK DAVIS

## SPORTS CLICHÉS



## DOMESTIC CLICHÉS





Yes, squelch any mindless babbler who tries to drop a cliché on you by zapping him with an appropriate answer chosen from

# CLICHÉ KILLERS

WRITER: STAN HART



## POLITICAL CLICHÉS



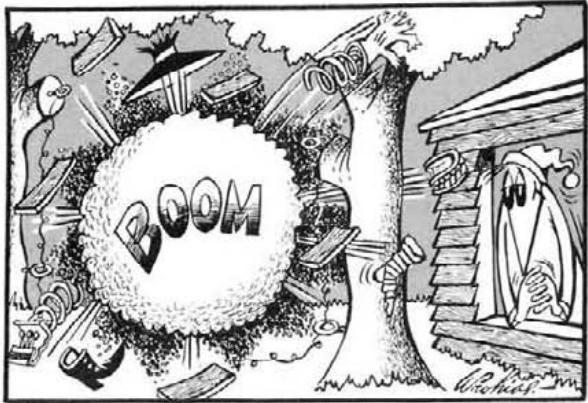
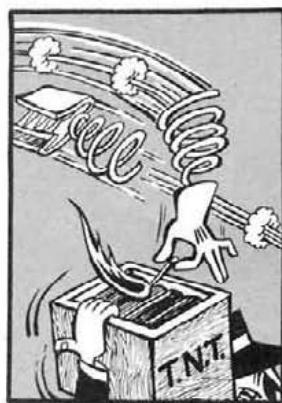
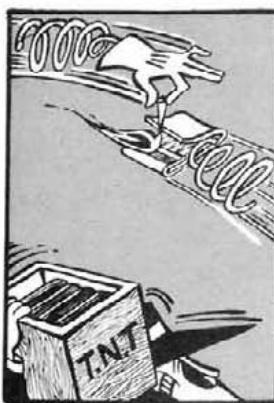
## PROFESSIONAL CLICHÉS



## RELIGIOUS CLICHÉS







**UPPING THE PROPHETS DEPT.**

A lot of people today are saying it's time to get rid of pornography and permissiveness and to return to the Good Old Days of Religion and Morality. The problem is that nobody knows how to sell Religion and Morality to the people who are supposed to need them most—namely, the millions of teenagers hooked on Rock and TV. Well, MAD suggests that the Do-Gooders take their cue from the fast-buck Publishers who are making a bundle with their Teen Fan Magazines. Then you'd have something today's youth could relate to. Like, f'rinstance, this super-glitz fab publication called

**MOSES and PHARAOH'S DAUGHTER—Their Night In The Bullrushes!**

# BiBLE Rave

30  
pieces  
of  
silver

DECEMBER

**FAB FOTOS of  
the NEW GROUPS  
The Apostles!  
The Prophets!  
The Miracles!  
The Plagues!**

How YOU  
can win a  
Dream Date  
with  
**MATTHEW!**

**JOB:**

"I'm Sick of being  
known as Mr. Nice!"

**DELILAH:**

"I think the SHORT HAIR  
look is coming back!"

**THE 327,934  
NIGHTS**

**METHUSELAH  
WOULD LIKE TO  
FORGET!**

Those Whispers About ADAM's Other Women!  
27 Outta-Sight Fotos of GOD'S LATEST WRATH!

**ESAU Talks About JACOB! MARK Talks About JOHN!  
SOLOMON Talks About WIFE Number 452!**

# BIBLE BABBLE

## Highlights and Happenings Hither and Thither in the Holy Land

METHUSELAH is still breathless after celebrating his birthday. But who wouldn't be after blowing out 900 candles? . . . JONAH has turned down a huge coffer offer to stage his whale act in the Red Sea . . . Newest Philistine joke: How do you break a Philistine's finger? Hit him in the nose! . . . BIBLE BELTS DEPT.: Don't tell NOAH, but one of his zebras is gay!

Don't invite JESUS and JUDAS ISCARIOT to the same supper. For that matter, don't invite GOD and SATAN to the same millenium! . . . Speaking of SATAN, that little devil, rumor hath it that he's "that way" about JEZEBEL . . . QUERY OF THE MONTH DEPT.: Who's pulling the wool over the eyes of ISAAC? . . . Heard around the Holy Land: "Am I my brother's keeper?" . . . "Let my people go!" . . . "Does Sodom tell Gomorrah?"



**TORRID TRIO** Hottest of the hot new groups are Shadrach, Mesach and Abednego. Their many fans hope they won't cool off after the fab success of their current chart biggie, "We Faked Out That Firey Furnace."

It's being hushed up, but JOB appears to be on the verge of a blow-up . . . JEREMIAH and ELIJAH are set to exchange guest shots in each other's realms. It's all part of the new Prophet-Sharing Plan . . . How does a Philistine count to 12? On his fingers! . . . Insiders blame ADAM and EVE for the death of ABEL. They claim that's what'll happen when a couple raises CAIN! . . . DAVID's latest Psalm is sure to hit the top of the charts . . . LOOK-ALIKES DEPT.: OBADIAH the Prophet and the River Jordan.



By Leonard Lionfodder

*Quote of the Month:* God to Moses—"Take two tablets and talk to me in the morning!" . . . NEBUCHADNEZ-ZAR (he's the Babylonian Biggie) is on the mend after his fingers went numb during an autograph session. Whose wouldn't with a name like his! . . . Speaking of 'ol NEB, fans everywhere are flipping out over his wild new song, "The Writing on the Wall" with those glitzy lyrics, "Mene, Mene, Tekel, Upharsin" We like Daniel's interpretation best . . . And speaking of Daniel we hear he's just redone his den.



**TOP PROPHET** Jeremiah proudly holds his "Adam" statuette, presented to him after being chosen "Best Prophet In A Non-Warlike Role." Other winners at ceremony held in Jerusalem: Best King—Solomon, Best Hero In A Supporting Role—Mordecai, Best Apostle In A Doubting Role—Thomas.

DAVID is still fuming over those "Goliath Lives!" buttons . . . EVE is putting the finishing touches on her fab autobiography, "The Sensuous First Woman" . . . Answer to J. T. of Canaan: Tell your friend he's wrong. The Hanging Gardens of Babylon are *not* a new group . . . Answer to K. L.'s query about MOSES and the Red Sea: "To get to the other side!" . . . Be nice to Joshua. We hear he's getting the run-around . . . Why does a Philistine keep camel dung in his back pocket? For Identification! . . . But don't get me wrong—I love the Holy Land!



**CANAAN CLAN TO SPLIT?** Nobody's denying rumor that Joseph (shown here in his fab, new, glitzy coat of many colors) wants to ditch his brothers and form his own solo act. The Split-up began when Joseph suggested the group change its name from "Jacob's Boys" to "Joseph and the Others."

# The Terrible RUMORS That Torture SAMSON!

A lot of stories get spread around, especially about big stars like Samson. Some of the time Samson can stop these rumors himself—with only a jawbone of an ass, but most of the time it's too late, the damage is done! To help ol' "Bulging Biceps" himself put a stop to some rumors currently circulating, BIBLE RAVE has researched them at their source and offers these FACTS to finally set things straight!

## RUMOR: Samson hates Philistines.

**FACT:** Untrue! But he has nothing against leaning on them a little!

## RUMOR: The secret of Samson's strength is in his diet.

**FACT:** To be perfectly honest, he has a lousy diet. He digs sweets and leavened breads too much. Samson dismissed the "special diet" theory with a smile, saying: "I've got more important things weighing on my head!"

## RUMOR: Samson wants to be named king.

**FACT:** Ridiculous! This pinnacle of strength, this mightiest hero of the Holy Land, this super-human wonder who is worshipped by tens of thousands of adoring fans, this greatest warrior who ever lived, is a humble, modest soul who seeks only the simple life.



## RUMOR: Samson slays Philistines for sport.

**FACT:** Samson would never do that to a dumb animal. He adores Philistine jokes, though, supplying a few dandies for Leonard Lionfodder's page in this issue.

## RUMOR: Samson won't go out with girls who don't kiss on the first date.

**FACT:** Wrong! Samson doesn't go out with girls who won't arm wrestle on the first date.

## RUMOR: Samson has a press agent who is hired to get his name in the columns.

**FACT:** Absurd! Samson hates publicity, stating: "When I see any column, I just push it aside!"

# Big M. Fans!!! Now! You Can Join The MOSES FAN CLUB!



## HERE'S WHAT YOU GET!

**1. A GIANT POSTER-SIZE MOSES CALENDAR!** Not only does this year-round keepsake have a fab portrait of Big M., but every important date in his life is recorded for you to remember: • When he first shook up Pharaoh • When he crossed the Red Sea • When he grew his beard • When he had his first date and hundreds more! **2. MONTHLY BIG M. NEWSLETTER!** Sent you each month and containing all the latest news and gossip. Inside info such as: • How he likes his eggs • How he rates the

Plagues • How he remains humble in the face of fame • How he digs his fab chats with God and hundreds more! **3. TEN COMMANDMENTS MINI-ROBE!** Perfect for beach party or just lounging around! Inscribed with the Commandment of Your Choice! **4. MOSES STICKERS!** Each a dreamy pic of Big M. Plus an eye-catching glitzy message! **5. PERSONALIZED MEMBERSHIP CARD!** For you to treasure, cherish, and revere until YOU find YOUR Promised Land!

**PLUS – If You Join Right Now – AN AUTHENTIC BULLRUSH YOU CAN GROW RIGHT IN YOUR OWN HOME!**



### BIG M. C/O BIBLE RAVE

Yeah, I want to join the Moses Fan Club. I enclose 50 pieces of silver plus 2 pieces more for postage and handling. Please rush all my glitzy!

NAME \_\_\_\_\_ BORN (B.C.) \_\_\_\_\_  
ADDRESS \_\_\_\_\_ (A.D.) \_\_\_\_\_  
TRIBE \_\_\_\_\_ LAND \_\_\_\_\_

Favorite Commandment (Circle one)    1 2 3 4 5 6 7 8 9 10

# **YOUR BIBLE FAVES REVEAL**

## ***"What I Dig Most In A Girl!"***

## **Adam**



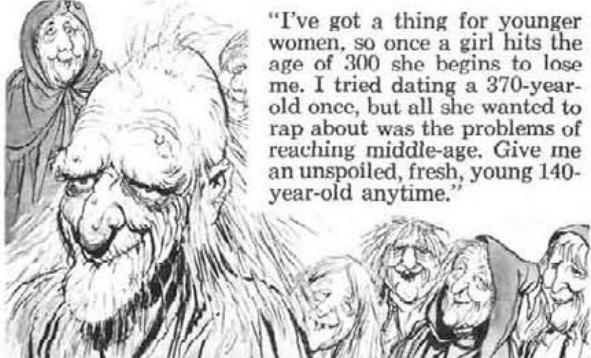
"What's a girl? I'm not sure I know what one is. There's this other person living with me and who's built different and who doesn't have to shave. If that's a girl, then I guess I dig her. In any case, do I have a choice?"

## *Joshua*



"I like a girl who digs walking. And I mean walking—like for seven days in circles. I know this sounds kinda kooky and that there are a lot of chicks who prefer riding in chariots. But that's *their* hang-up. Oh, yeah—one more thing. It'll help if the chick digs loud trumpets."

## **Methuselah**



"I've got a thing for younger women, so once a girl hits the age of 300 she begins to lose me. I tried dating a 370-year-old once, but all she wanted to rap about was the problems of reaching middle-age. Give me an unspoiled, fresh, young 140-year-old anytime."

Solomon



"That's a tough question. You see, I've never been alone with a girl. I've been alone with *ten* girls and *twenty* girls and once even with *thirty-seven* girls. I dunno. I guess I'd have to say I dig a girl who likes to share."

## **Bible Rave's Pick of the Period!**

**The Song Your Editors Figure Will Reach the Top Of  
The Sinai Summit of FAB SONG HITS!!!**

# **"HE PROMISED US THE PROMISED LAND"**

(AS SUNG BY AARON AND THE ISRAELITES)

We were bugged by funky Pharaoh  
Till we thought our minds'd blow!  
Then Big M, he zapped it to us

*And he told us where to go!  
And he promised us the Promised Land, Land, Land,  
And he led us 'cross that great stretch of sand and sand.*

*Now Big M, he knew that Pharaoh  
Wouldn't budge without a push,  
But he knew that God was groovin'  
From that far-out Burning Bush!*

(REPEAT CHORUS)

*Well, Big M he hyped that Red Sea  
Till the water turned to ground,  
But when Pharaoh tried to follow  
He was permanently drowned!*

(REPEAT CHORUS FOR 40 YEARS  
WHILE WANDERING IN WILDERNESS)

**COMING NEXT WEEK!**

**It's Glitz! It's Yurky! It's Frankincense, Gold, & Myrrh! It's the next Eye-Popping Issue of BIBLE RAVE Featuring All Your Fantastic Dreamy Holy Land Faves!**

Mosca, Wang-Han, Wang, and Hu / The GOLDEN GATE

\*\*\*\*\*  
**Seven Swinging**

## **Psalms You Can Groove On Your Lyre!**

\* \* \* \* \* THE ONE MAN RUTH WOULDN'T FOLLOW!

Six More Full-Color Stick-Um Fotos Of  
SOLOMON'S WIVES!

(Numbers 339 through 344 in a series of one thousand. Collect them all!)

JUDAS BEGS HIS FANS: "Please Trust Me!"

VIVE L'INDIFFERENCE DEPT.

# YOU HAVE REACHED A S

YOU HAVE REACHED A STATE OF APATHY WHEN ...



... you see someone being mugged, and you don't do a thing about it



... even though the person being mugged happens to be your wife or girlfriend!

YOU HAVE REACHED A



... you finally get your very own pad

YOU HAVE REACHED A STATE OF APATHY WHEN ...



... you go to Confession for the first time in six months ...



... and you haven't got anything to confess!

YOU HAVE REACHED A



... somebody swipes the Centerfold of your new copy of Playboy Magazine ...

YOU HAVE REACHED A STATE OF APATHY WHEN ...



... you finally get to see an X-rated movie ...



... and you fall asleep!

YOU HAVE REACHED A



... there's a program on TV you can't stand, but you watch the whole thing!

# STATE OF APATHY WHEN...

ARTIST: JACK RICKARD

WRITER: LOU SILVERSTONE



## STATE OF APATHY WHEN ...



... and you sit around, watching TV!

## YOU HAVE REACHED A STATE OF APATHY WHEN ...



... your neighbor with the fantastic sexy body calls to tell you all her fuses have blown out



... and you give her the number of an Electrician!

## STATE OF APATHY WHEN ...



... and you don't even notice it missing!

## YOU HAVE REACHED A STATE OF APATHY WHEN ...



... you watch the TV News while eating



... and it doesn't bother your appetite!

## STATE OF APATHY WHEN ...



And when the same show is repeated as a Summer Re-run, you watch it again!

## YOU HAVE REACHED A STATE OF APATHY WHEN ...

50 FLAVORS 50



... you go to an Ice Cream place that has fifty different delicious flavors



... and you order Vanilla!

# One Evening At The Stamp Club Meeting



Good Lord!  
What's going  
on here?

A guy  
got  
run  
over  
by a  
car!

Well . . .  
at least  
the  
Police  
got here  
fast!

They didn't  
have far to  
go! **THEY**  
were the ones  
who ran over  
the guy!

But the three  
of them are just  
standing around  
their car! Why  
don't they DO  
something?

They ARE doing  
something!  
They're giving  
themselves  
citations for  
reckless driving!

Gee . . . none  
of those  
Police Officers  
seem to know  
anything about  
Crime!

Oh, they know A LOT  
about Crime! Boy, talk  
about STEALING . . .  
they accept paychecks  
for appearing on this  
show every week as . . .



# THE ROOKERS

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

Hey, wake  
up, Mitel!  
It's time  
to go to  
work!!

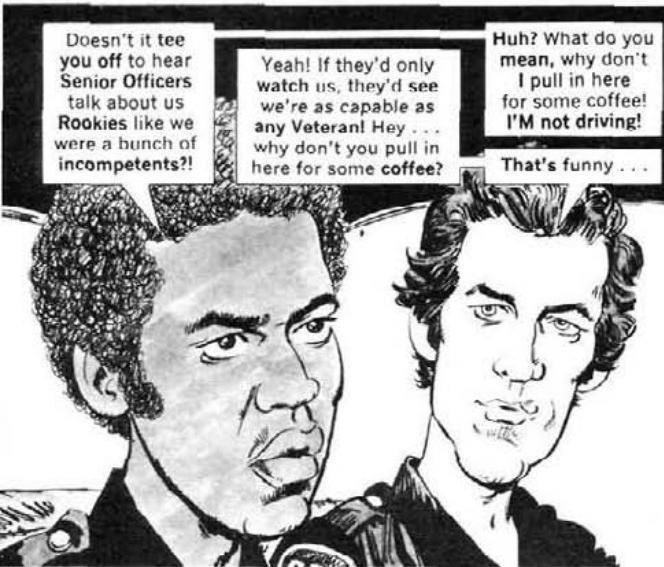
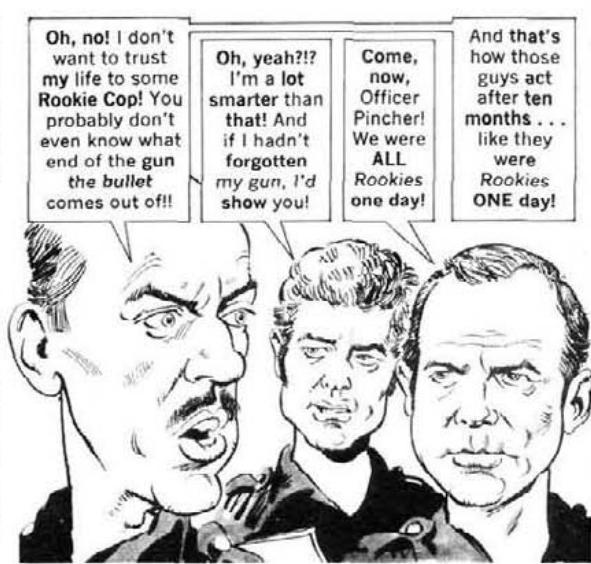
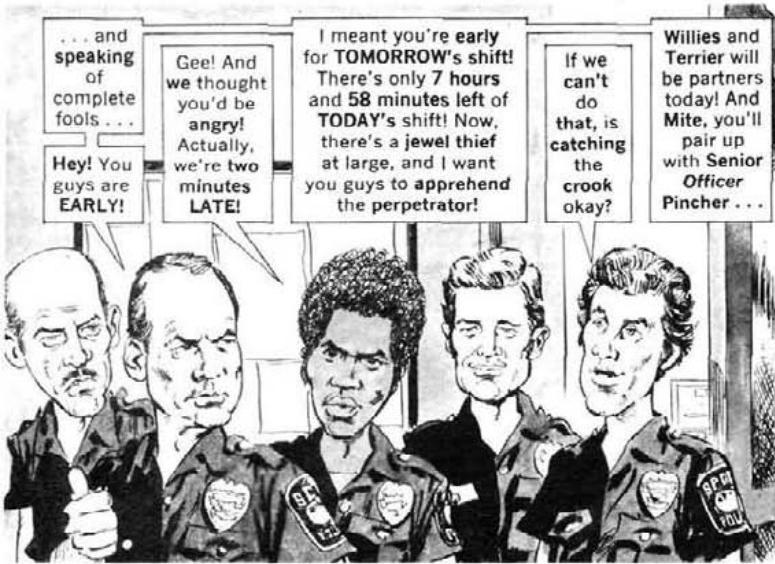
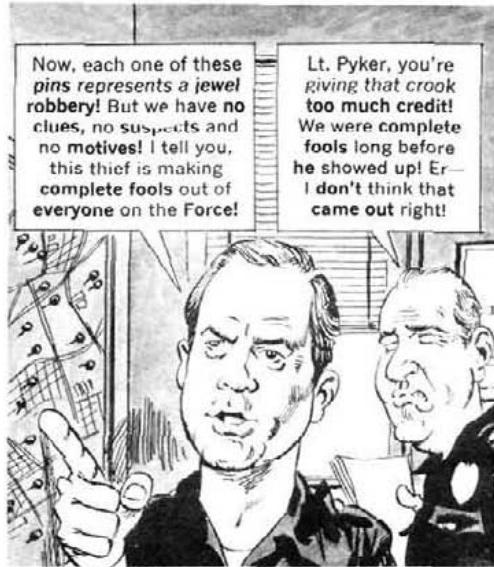
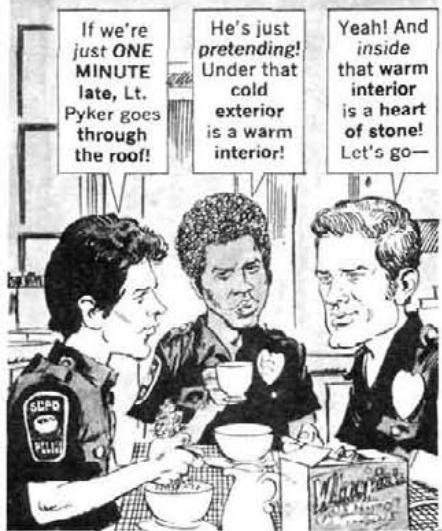
Okay! I'll just  
wake up my fellow  
Officers, Terrier  
and Willies . . .

Why are you  
always so  
concerned  
about **THEM**?

Because we're close  
buddies! Because we  
share everything!

Yeah! I KNOW!!





I don't care **WHAT** Lt. Pyker says. I still wish I didn't have a **Rookie** as a partner! Now, call in to the Station, and see if we can break for **Dinner!**

Er—I don't think I can do that!

Why? Forget the number of our car, Rookie ...?

Oh, nothing dumb like that! I—I forgot the microphone for the radio! It's home with my gun!



Attention, all units! Another jewel robbery is in progress at 21 Vonch Road, so everybody make reckless, tire-squealing, audience-grabbing, wild U-turns immediately, and get going ...

Here's my wild U-turn ...



Hey! Why'd YOU make a U-turn?

We were already going in the right direction!

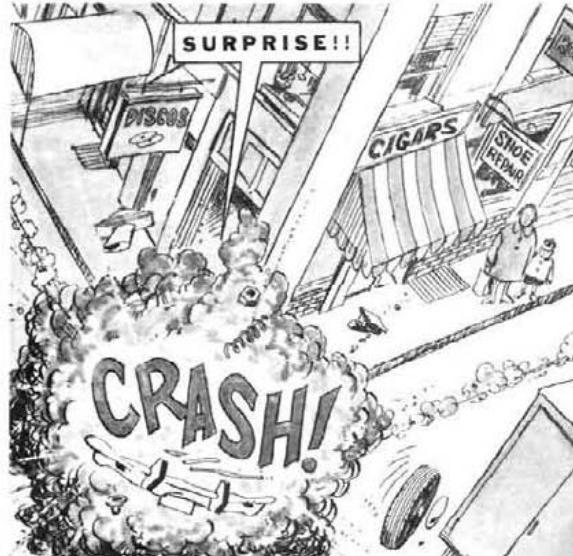
Because that way, I get to make ANOTHER wild U-turn—like this!

Boy, are we gonna surprise Terrier and Willies when we get there first!



Hey, you know ... something tells me we shouldn't have made a U-turn where we did!

You're always so picky! Just because we did it on a One-Way Street and now we're going 90-miles-an-hour against the traffic! This way, I'll bet we get to 21 Vonch Road first! Boy, are we gonna surprise Mite and Pincher!



You guys should be more careful! You nearly ran over my suitcase ... and it contains \$150,000 in stolen jewelry!

We'll try to be more careful next time! Er—say ... how come the mask?

Well, quite frankly, I'm covering up my face because I'm **so** embarrassed ... for YOUR sake!

Hey! That guy over there looks like he could be the jewel thief! Go get him! My door's stuck!

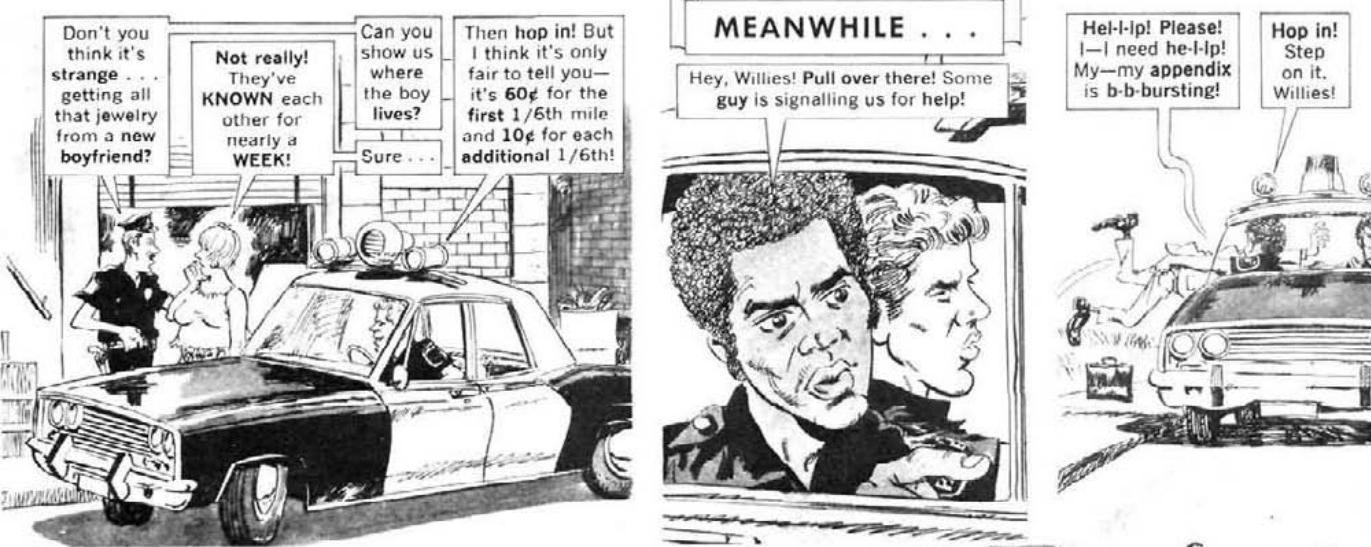
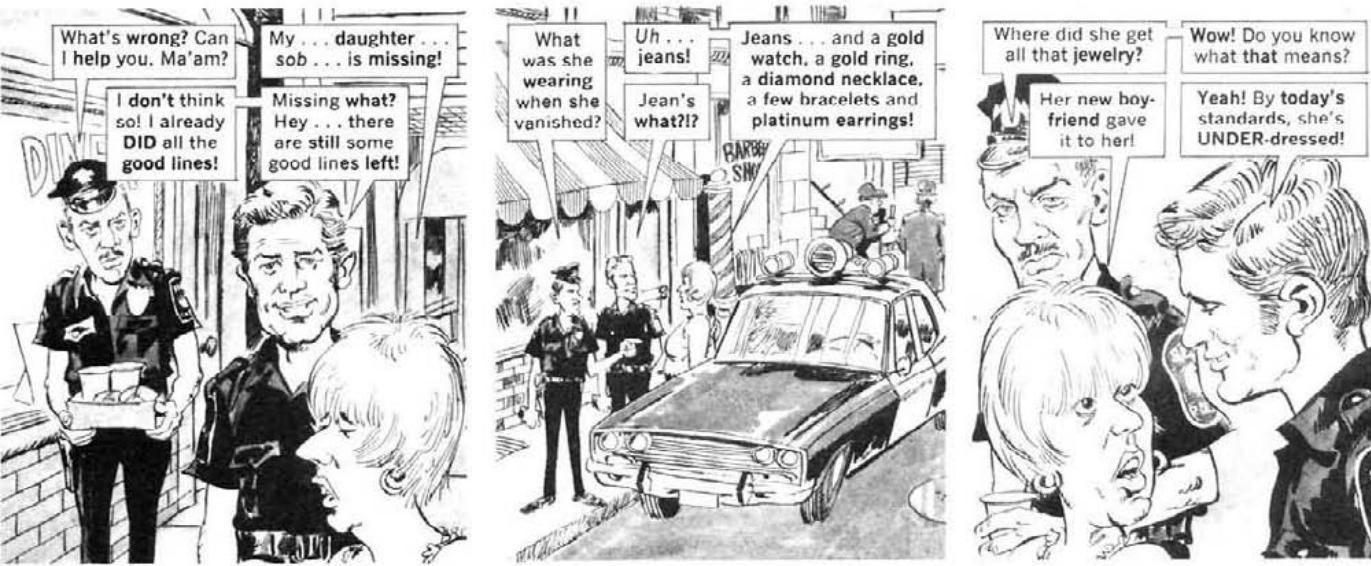
So's mine!

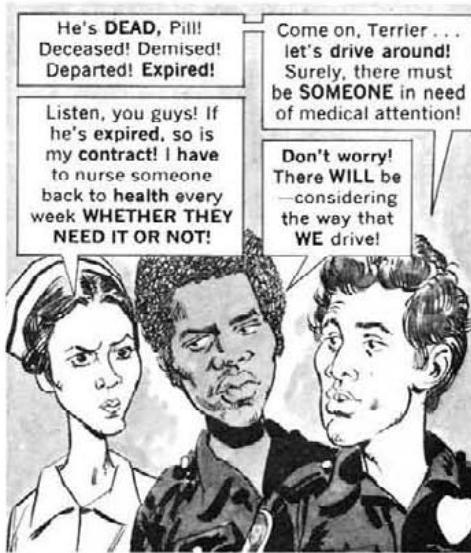
Well, then blow your WHISTLE!!

I can't!

It's home with my gun and the microphone!







There was another jewel robbery at 18th and Elm at 10:00 o'clock! Where were you?

Well, there was another one at 20th and OAK at 11:00 o'clock? Where were you?

I guess that tells you boys something about the importance of TIMING!

Yeah! The thief has LOUSY TIMING! He missed us both times!

At 20th and OAK!

At 18th and ELM!



Well . . . if you boys don't have the perpetrator apprehended in 24 hours, you're off the Force!

There's no rule in the book that says you can do that!

But that rule is written in pencil! And it's in YOUR handwriting!

Well, it's MY BOOK . . . and I can write what I want in it!



This is where he lives!

Don't take another step or I'll shoot!

You'll never get away with this!

Considering what YOU guys get away with every week, I'm a SAINT!!



Psst! Hey, Rookie! Do you have any TEAR GAS?

Yeah! But it's home with my gun, my badge, the microphone and my whistle! But don't worry! I'll get him out of there!

I—I'll give him what the people expect from this show every week! You're gonna give him NAUSEA??!

No . . . I'm going to give him a real good talking to, and see if I can't get him to give himself up!



Now, Son . . . Oh, can I refer to you as a "Son"?

Sure! And can I refer to you as a "Mother"?

Hear that? I'm gaining already! Son, it's very naughty to steal! You understand?

Oh, yes, sir, Mr. Police Officer!

Now, since this is your first offense, we're not going to punish you! But it would be nice if you came down to the Station House and stayed with us for a while . . . like ten-to-twenty years!



I'd sure like that fine, Mr. Policeman!

I see it . . . and I hear it, but I don't believe it!

Well, you can join the millions of others who watch it every Monday night on television, and don't believe it either!



**WHAT LOOKS  
LIKE THE  
SUREST,  
FASTEST  
TRANSPORTATION  
TO WASHINGTON  
THIS YEAR?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

If you've ever dreamed of taking a trip to our nation's capitol, Washington, D.C. (And what red-blooded American hasn't!), this is the year to attempt the journey! Because it may be easier than ever to get there—if you know how! To learn the way, fold in the page.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"

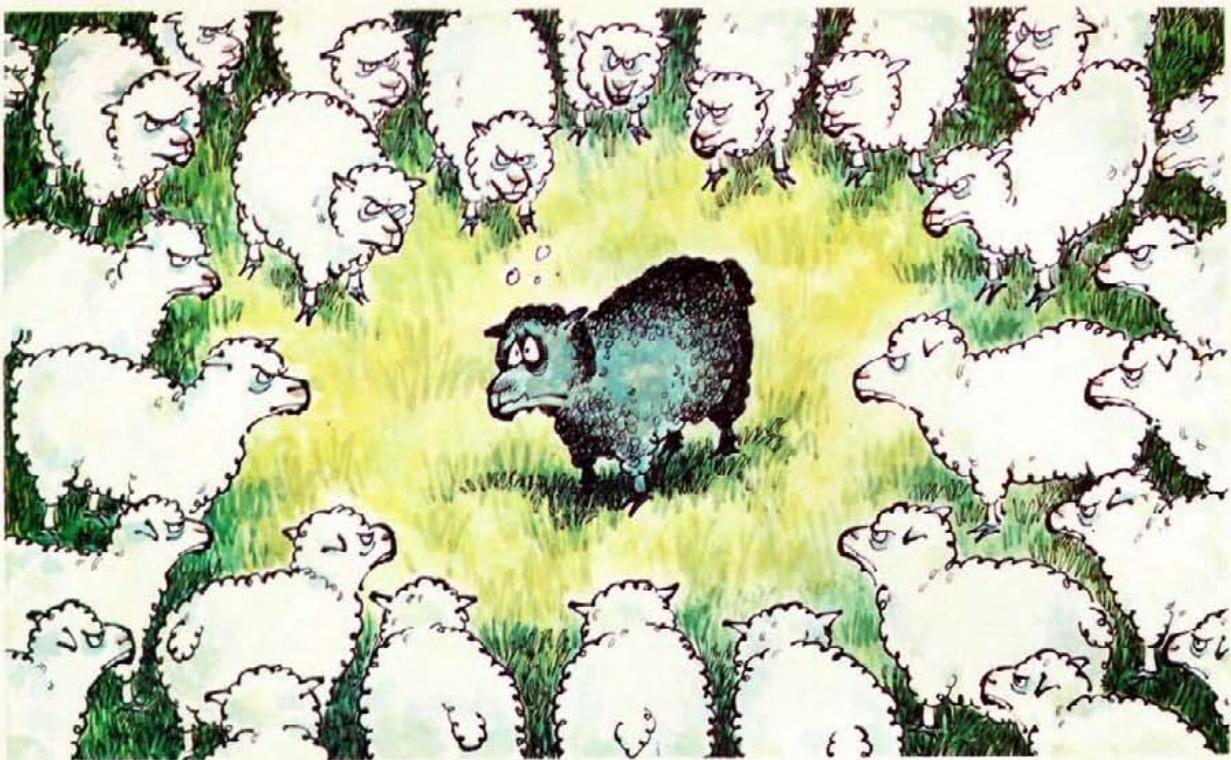


RISING TRAFFIC AND CROWDED TRAVEL ROUTES HAVE MADE  
THE TRIP TO WASHINGTON D.C. A NIGHTMARISH VOYAGE. DEMO-  
RALIZED FARE-PAYING TRAVELLERS ARE TREATED LIKE  
CRATED LIVESTOCK. BUT THIS YEAR, FATE MIGHT HAVE  
DONATED AN IDEA THAT COULD BE THE FUTURE'S TRAVEL KEY!

A

B

## **MORALITY...THEN**



## **...AND NOW**

